

SOUTHERN TEXTILE BULLETIN

VOL. 35

CHARLOTTE, N. C., THURSDAY, NOVEMBER 29, 1928

NUMBER 13

Three Essentials For Good Weaving

The No. 17 Sliding Bar Warp Stop Motion. It is designed to relieve the weaver of everything except drawing in and tying the broken end. It stops the loom with the shuttle in the left hand box, with harnesses level, with the crank in proper position for drawing in the thread, with bank indicated on which end is down and the yarn open where the end is broken.

The No. 32 Midget Feeler. It makes the minimum possible waste—less than that made by the most expert and attentive weavers on common looms. And there is no lost time for stopping the loom; without labor or attention from the weaver.

The No. 21 Stafford Thread Cutter. It eliminates seconds from whipped-in and trailing ends.


Let's Talk It Over. Our salesmen will be pleased to go into details on what these improved mechanisms will mean to you in better cloth and lower cost of production.

DRAPER CORPORATION

Southern Office Atlanta Georgia

Hopedale Massachusetts

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Perkins 32-cylinder Vertical Drying Machine, made by B. F. Perkins & Son, Inc., Holyoke, Mass., is equipped with 64 Timken Bearings.

No Oil-Drip to Spoil Fabric

In this Perkins vertical drying machine, Dodge-Timken Bearings keep to themselves, what little lubricant they use safely sealed within their compact, oil-tight housings.

This means that spoilage and waste are swept away. Likewise, shutdowns which cut deeply into quantity production almost never exist.

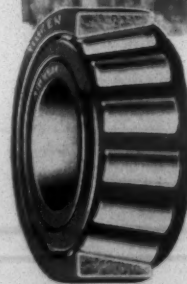
The drive and thrust are carried safely by the full radial-thrust capacity of Timken Bearings.

Power is applied directly to the machinery instead of being dissipated in overcoming friction's overload.

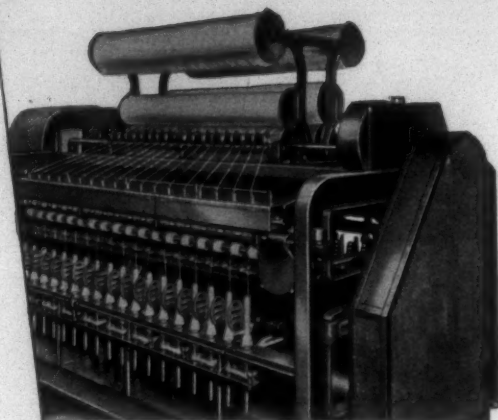
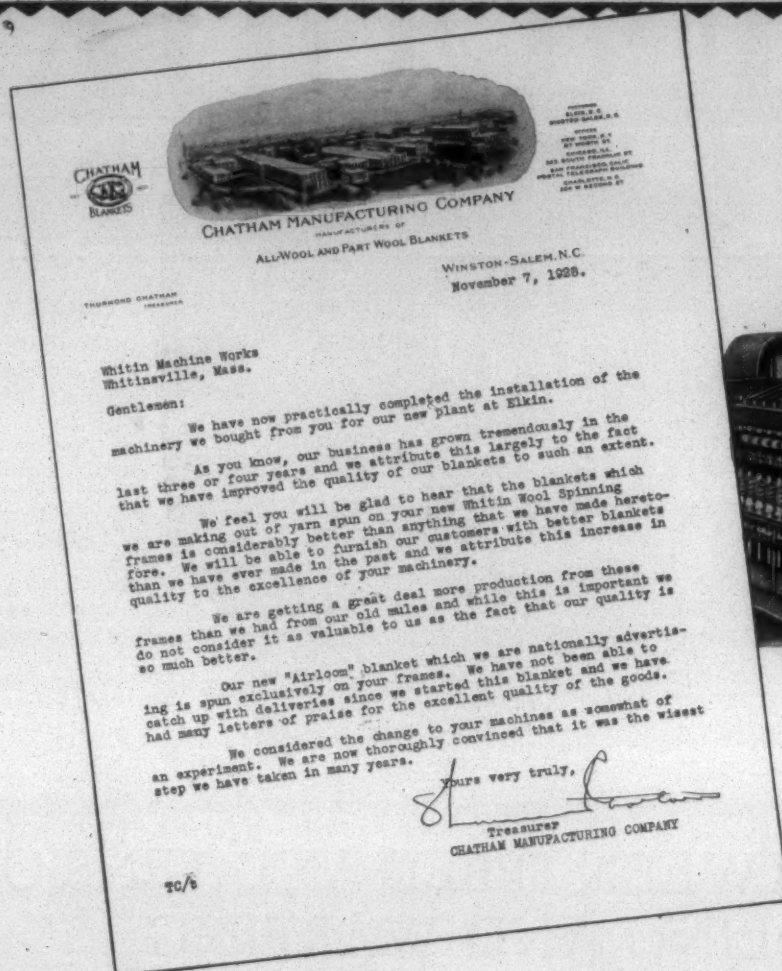
More years of use are provided by Timken tapered construction, Timken *POSITIVELY ALIGNED ROLLS* and Timken electric steel—that exclusive combination.

No wonder "Timken-Equipped" is recognized as the shortest route to more "service-years" at less cost.

THE TIMKEN ROLLER BEARING CO.
CANTON, OHIO



TIMKEN *Tapered Roller* BEARINGS



**WHITIN
WOOL SPINNING
FRAME**

"...the WISEST STEP we have taken in MANY YEARS"

THE Chatham Manufacturing Company, makers of the famous "Airloom"

blanket, know how to make money, despite keen competition and over-capacity in the textile industry. The Chatham Manufacturing Company realized years ago that the textile situation must be met with courage if success was to be obtained. They realized that success depends on progressiveness, on utilizing the best the market affords.

Thus speaks one of today's successful Woolen Mills

The experiment they made -- and which Mr. Chatham characterizes as "the wisest step in many years" can be made by any mill. What the Whitin Wool Spinning Frame and other Whitin cost reducing machinery has done for Chatham Manufacturing Co., can be done for you.

We wish to thank Mr. Chatham publicly for his letter, which so graciously gives us a share in building the well-deserved success of the Chatham Manufacturing Company.

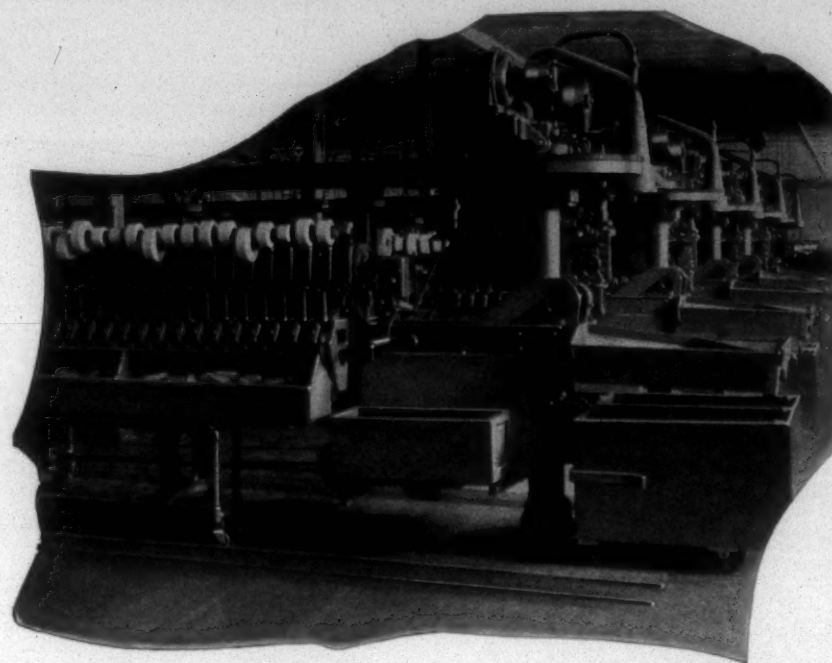
WHITIN MACHINE WORKS

WHITINSVILLE, MASS., U. S. A.

CHARLOTTE, N. C.

ATLANTA, GA.

‘ ‘ EVERY KNOT A WEAVER’S KNOT ’ ’



RELATION BETWEEN SPEED AND TENSION IN SPOOLING AND WARPING

High Speed does *not* mean High Tension

IN ordinary spooling and warping systems, yarn tension increases as the winding speed is increased. Many practical mill men have found that a reduction in spooling and warping speeds would cause the weaving to run better and therefore it is sometimes assumed that high speeds and high tensions go along together.

We have introduced a *new* principle in yarn winding by means of which very high speeds are obtained but with very low tension. Our Automatic Spooler winds at a rate of 1,200 yards per minute, our High Speed Warper 500 to 600 yards per minute, but the tension in the running threads is only *one-half* as compared with the ordinary method.

Think This Over!

BARBER-COLMAN COMPANY

General Offices and Plant

ROCKFORD, ILL., U. S. A.

FRAMINGHAM, MASS.

GREENVILLE, S. C.

SOUTHERN TEXTILE BULLETIN

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VOL. 35

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*Can Proper Merchandizing Increase the Use of Textiles? **

ENDEAVORING to cover the subject of "Can Proper Merchandizing Increase the use of Cotton Textiles" would be like trying to preach a sermon from the whole Bible, since the subject is so large and one on which so much can be said. Therefore, what I am going to do is to take one phase of this subject—the one I believe to be the most important and present a few facts, in an effort to gain some practical benefit.

I believe this most important phase to be "Co-operative Effort" and I would like to take as the text "Proper merchandizing consists in the first place of finding out what the public wants; second letting the public know that they want it, and third making it convenient for them to buy it."

The procedure followed by cotton mills, on an average, is exactly opposite. First we build a mill; second we make the goods best adapted to that mill, and third we keep lowering the price until this product can be sold. I believe this will be generally admitted, and that this is an uncomfortable state of affairs, and should be corrected.

In talking with an able and experienced head of a large advertising firm the other day on this subject, I asked him what he thought that adequate advertising would do toward increasing the use of cotton goods. He stated that he had looked into this subject with especial interest and found that the cotton textile industry as a whole had done less than any other industry in the United States, of anything like its size, toward advertising its product—in fact so little was done in a co-operative way as to amount to nothing. Therefore, since nothing has been done, we can gain no information from experience.

One of the features of our industry is, comparably speaking, its extreme age, which should tend to make us strong. However, from the point of actively working toward increased distribution, I believe it is a drawback. Let us review the developments in the growth of this industry a little, since its beginning:

Cotton cultivation and conversion into goods was known in India as far back as 800 B. C. In 70 B. C., the Romans used cotton tents, awnings

By Cason J. Callaway, President Hillside Mills, LaGrange, Ga.

and canopies. Columbus discovered cotton in the Bahamas, and the American Indies possessed apparel made of cotton when first found. In 1641, the cotton industry was begun in England, and in 1753 American cotton was exported. In 1788, a cotton factory was built in Massachusetts, and later in the same year, one in Philadelphia, the latter being equipped with expensive machinery for carding and spinning. In 1815, power looms were installed in Massachusetts. By 1850, 508,000 bales were consumed in American mills, 78,000 in the South and 430,000 in the East. This shows the conversion of cotton into cloth to be as old as civilization, and the in our country to have been in progress since before the Revolution.

Were the use of cotton goods comparably new, I believe that everyone in the industry would realize the necessity of study of the markets; the necessity of creating additional uses by improving our product; making our product more convenient and attractive to the ultimate consumer, and bringing our product before his attention by more and better advertising. I do not believe that it would be any more important in the case of a new industry than it is in ours. However, we would not have gotten into the rut of taking the consumption for granted, and would be doing more nearly our part in justice to our industry toward gaining our rightful share of the consumer's dollar.

It is very seldom that we find a manufacturer who is both production minded and distribution minded, and I believe that on a whole, there are a great majority of our men who are ably informed on the subject of production, that have not given a good deal of attention to the ultimate use of their goods.

This brings me to the point of co-operative effort: In studying the activities of co-operative or group advertising—it is evident that one of the great benefits derived, which is not so well known, is the influence on the men within the industry, as well as on the prospective customers without, in that it tends to make each of the manufacturers strive to make a better product, in line with what the advertising promises, and

to finish their merchandising job by doing advertising of their own. This has been demonstrated in all of the co-operative work that has been done.

As a personal illustration of internal aid of advertising, one of the plants in our organization manufactures trousers, and does regular advertising through trade papers. This division employs about 250 women sewers. A copy of each advertisement, including the catalogue, goes to each of these operatives and the advertisements are put in frames on the walls. This has had a marked effect for good toward getting the operatives to have a pride in our goods and toward accomplishing with greater ease, a finer quality of work. This is just one instance of the inside good accomplished by outside advertising.

The great advantage of making the individual manufacturers market minded is that thinking along this line, they think of individually expanding business instead of swapping customers, and this line of thought within the industry would be extremely valuable toward increasing consumption. If each executive in our industry had given over the last ten years, one-half as much time toward thinking of an additional outlet for his product, as he has given toward getting a customer already furnished by someone else, to buy his merchandise instead of the other fellow's, I believe that the expansion from this source alone would be tremendous.

Let us compare the expansion of our industry along with the expansion of our country for the last ten years, with the information that is available. Take 1914 to 1925. The increase in the population of the United States during this period was approximately 20 per cent. The increase during that time of the total value of the products of cotton goods, was 159 per cent; of paper and wood pulp 192 per cent; iron and steel 200 per cent; silk 213 per cent; rubber 317 per cent. These are all commodities which have been in use for a long time and represent, leaving out the textiles, an average increase of 232 per cent, or an average 73 per cent greater than that of textiles. Had our industry made the

same progress as the average of these others, it would have increased our business during that period, over five hundred and eleven million dollars, and instead of there being a depression due to over-production, we would all apparently be busy, prosperous and happy in our work.

The manufacturers of each of these commodities, in proportion to their size and without exception have done a great deal more toward finding out what the people want, letting them know they want it and making it convenient for them to buy, than we have both collectively by group study and advertising, and as individuals, and their reward has been great.

In submitting these figures, I did not take the outstanding developments of the country like automobile, radio, electrical supplies, and the other businesses which have shown like enormous growth. To take an example of one closely akin to ours, which has had this growth, the rayon industry increased in pounds from one million five hundred pounds in 1914 to 51 million pounds in 1925, an increase for the same ten years period, of over 3000 per cent; and is still increasing at the rate of 12 per cent per year.

Let us go over a few of the industries where co-operative advertising has been a benefit: I believe that the accomplishments by practically all of the others, no matter how varied in their lines, have been so universal in their success that it would indicate that similar results can be accomplished by us, and I would like here to say that I believe each manufacturer should become familiar with all of the existing co-operative efforts, in order to determine how this tremendous benefit may be enjoyed by us. This, in my opinion, would be followed by his active aid in creating a similar program in the cotton textile field.

Early in 1927 the American Institute of Steel Construction initiated its first national advertising campaign for structural steel. The campaign was accompanied by a marked increase in the production and sale, making 1927 a record year for the industry. They plan to continue and extend this work.

The American Walnut Manufacturers Association, prior to the war, (Continued on Page 10)

*Address before Southern Sales Conference, Atlanta, Ga.
Can Proper Merchandizing Increase

Thoron Says Textile Industry Needs Stable Price & Tariff Protection

AT the textile meeting of Massachusetts congressional delegates and representatives of various businesses in New Bedford, Ward Thoron, treasurer of Merrimack Manufacturing Company, said:

"There are three topics suggested for discussion, as likely subjects on which the Federal Government has power to help the textile industry, the Sherman act, the tariff, the activities of the Department of Commerce.

"Has the Sherman act interfered with orderly co-operative marketing?

"Does the tariff fail to protect New England textiles when they are offered in competition with those imported?

"What can the U. S. Department of Commerce do to further broaden the market for textile products?

Like Agriculture

"The condition of the textile industry is in certain respects like that of agriculture. Possibly we need some McNary-Haugen bill, without its mechanics, to take care of our exportable surplus; something that will force the domestic consumer to pay us a decent price for our products, and in turn enable us to pay our operatives a decent wage for their labor.

"The cotton textile machinery of the country (gauged by the spindles in place) is running, in the aggregate, something less than one shift, and yet it produces more than the country is ready to consume, when its product is forced on the market as fast as it is produced.

"This capacity to produce can be increased by longer hours and by running two shifts.

"Another element of the problem is that in an industry scattered so widely, the varying conditions under which it is conducted prevent any uniformity in operating costs. This lack of uniformity in cost of production is further accentuated by the use of a highly speculative basic raw material which makes the final cost of the product of individual mills still more irregular.

"In a contracting market, or rather in a market unprepared to expand to the productive capacity of the mills, these elements gradually force prices below the costs of many of the mills.

"The logical outcome of such a situation should be that the higher cost mills would stop manufacturing as soon as prices fell to a point which showed no profit in their operation and then through this closing down of higher cost mills the relation of demand to supply would adjust itself.

"Unfortunately in practice it does not work out this way, owing to the fact that, for a time at least, it is less expensive to operate at a loss than to close down altogether; and owing to the further fact that the fuller you operate the lower your costs will be; so that the situation of falling prices, instead of acting as a check, acts as a stimulus to the losing mill to produce more than ever. Consequently prices are slaughtered.

"With these conditions of overcapacity to produce for an insufficient market, unlimited competition is unsound and if the industry is to survive as a steady outlet for the employment of labor it should give way to some form of cooperation.

Invites Price War

"To trust to the elimination of waste, lower costs, more modern systems of merchandising, styling, etc., as a cure for such a situation seems to me nonsensical. At best they facilitate the theft of a competitive customer by underselling which in turn invites a price war, and my impression is that the invitation is usually accepted.

"Now the need of the industry is to get a stable price for its product and a profitable price. A stable price will encourage distribution and without a profitable price it is impossible to pay a decent wage or to attract the essential capital the industry requires.

"When an industry has become highly competitive because its producing capacity is well beyond the consuming capacity of the market, it is impossible to get either a stable price or a profitable price with unlimited competition.

"We have seen the industry gradually, and at times rapidly, shift its center from the more expensive localities to the less expensive ones. This is a perfectly natural result of too great a spread between the cost of production in one locality as compared with the cost of production in another. So long as this spread exceeds the margin of profit which the lower cost mills are willing to accept there can be no check to this movement except by the high costs coming down or the low costs going up, until the differential at worst only absorbs a profit but does not occasion an actual loss.

"There are certain branches of the industry, however, where the differential in manufacturing costs is not so great; but where the absorbing capacity of the market is not great enough to take care of the possible production. This I take it is the case of the fine goods mills there. The unlimited competition is with themselves and with foreign goods if the tariff is insufficient to keep them off a domestic market already over-supplied with domestic products.

"Neither in the case of these mills is the problem one of the elimination of waste, or of lower costs, or of modern systems of merchandising, or of styling, but purely a question of getting a reasonable price.

"To get a reasonable price you must first back it up with a reasonable output and the product must only be offered when customers wish to buy and not at other times. The competition for business must be through quality and not through price and prices must be stable so that one's customers will not be afraid to stock up.

"Incidentally, we shall have to choke off the bankers of the Federal Reserve System with their turn-over

theories and their no-inventory doctrines, which they are inculcating to distributors.

Stability of Price

"Now it must be obvious that we are not going to get a reasonable price, if we have an excessive output, coupled with unlimited competition, for an insufficient or hesitating market, nor will we have stability of price.

"Unlimited competition must be abandoned and some form of co-operation among producers established. The form in which this cooperation must take place must be in selling so that prices will be uniform and to prevent one producer taking an undue advantage over another, it would be essential that some control be exercised over the supply by agreement or otherwise.

"It would be necessary to establish cooperative marketing associations of the same general character as those established by some of the cotton growers. This brings us to the first topic.

"Does the Sherman act, and I assume it includes the Clayton act, interfere with orderly co-operative marketing?

"Whether the marketing be orderly or disorderly, the Federal anti-trust laws prohibit co-operative marketing such as I have outlined, except in the cases of agricultural and horticultural associations.

"In an industry as widespread as ours is, competitive as ours is, how can we reach, short of bankruptcy, any stabilization of price or any control of the output without violating the spirit if not the letter of the existing anti-trust laws? If Congress were willing to put in the bracket with agricultural and horticultural associations something might be accomplished. Competition even then would never be extinguished, but the chances are that it would be more orderly and rational.

"There is another disturbing element in the stability of the price situation; due to the necessity of marketing our seconds, irregulars, end-of-season surplus of styled goods. If they could be kept off the domestic market to a large extent, it would be a wonderful help to the situation. Perhaps a cooperative export association might be formed under the Webb act, but to be really effective, a certain latitude, not now permitted by law, for domestic trading would have to be given to such a corporation.

"We are confronted with buyer's syndicates, nationwide organizations of distributors, who are gradually eliminating the small distributors by forcing the manufacturers to concessions under list prices. We are prohibited by the anti-trust acts from organizing similar co-operative selling organizations, to protect ourselves from such pressure. Is this fair?

"To be sure, the Clayton act forbids, as an unfair trade practice, price discrimination, but only when it tends to create a monopoly. It is probably impossible to prove it, but

to my way of thinking the practice of making price concessions to large customers, tends to eliminate the small customers, and to create a strong drift toward monopolies.

"Can something be done about this?

Made Worse by Imports

"I have pointed out the difficulties of protecting our market from our own overproduction. Bad as this situation is at the present time, it is made worse by foreign goods coming in to undersell our own and increasing the overstocked conditions of the market.

"This brings me to the second topic.

"The tariff is the second topic suggested for discussion. The Tariff Act of 1922 was presumably intended to be a protective tariff, and so far as the cotton schedule is concerned, since the resumption of specie payment in England in April, 1925, has been fairly effective with some exceptions—which unfortunately particularly affect the portion of the industry located in New England and to which I shall presently refer.

"Through the ingenuity I believe of one of the then members of the Tariff Commission, with distinct free trade leanings, Section 315 slipped into the act which, had it been possible to apply its provisions, would have entirely eliminated the protective elements of that act and turned it into a competitive tariff of the most destructive variety.

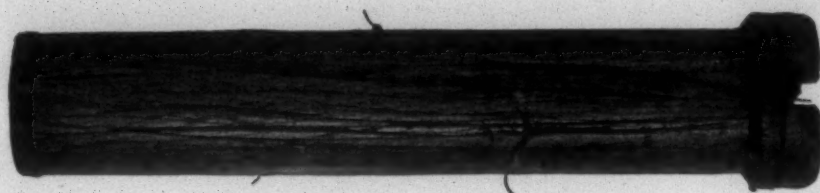
"The section in question was intended to provide facilities to enable the President to readjust the duties fixed in the act to a basis which would equalize the differences in costs of production in the United States and the principal competing countries. No more dangerous provision to the whole theory of protection was ever inserted in any act. The only thing that saved the country from being flooded with competitive foreign goods during the last five years was that this particular section was incapable of enforcement.

"Perhaps my generalization is too broad, for my experience does not extend beyond the cotton industry, and even in that industry is limited to certain branches of it.

"I think I may fairly say that it is about as practical to discover the costs of products in the cotton manufacturing industry as it would be to discover the cost of the cotton crop. Not only is the cost different in different mills, but it varies from month to month or from year to year in the same mill, just as the cost of raising a bale of cotton varies with the season, the locality and the individual planter. As a matter of fact, no cotton manufacturer can really determine his costs until his accounting year is finished—meanwhile he can only estimate them.

"If one is confronted with such difficulties at home, imagine what the difficulties would be at getting at foreign costs.

(Continued on Page 22)



Do These Bobbins Look Familiar?

THERE is more than one mill in the country that is using bobbins as bad as these. Good yarn cannot be made on poor bobbins.

U S Card Room Bobbins are guaranteed to a definite degree of uniformity. The same careful attention is given to selection of stock, finish, and spindle, bolster, and gear fits that makes U S products the choice of the majority of mills.

Why not look over your Card Room Bobbins today? Ask yourself if you are imposing a handicap on your carders, and replace some of those old bobbins with U S better bobbins.

*Write, wire, or 'phone our nearest U S service
man to help you adopt standard sizes if you do not
already have them*



U S BOBBIN & SHUTTLE CO.

GREENVILLE, S. C.

Main Office:

PROVIDENCE, R. I.

Branch Offices:

HIGH POINT, N. C.

PHILADELPHIA, PA.

ATLANTA, GA.

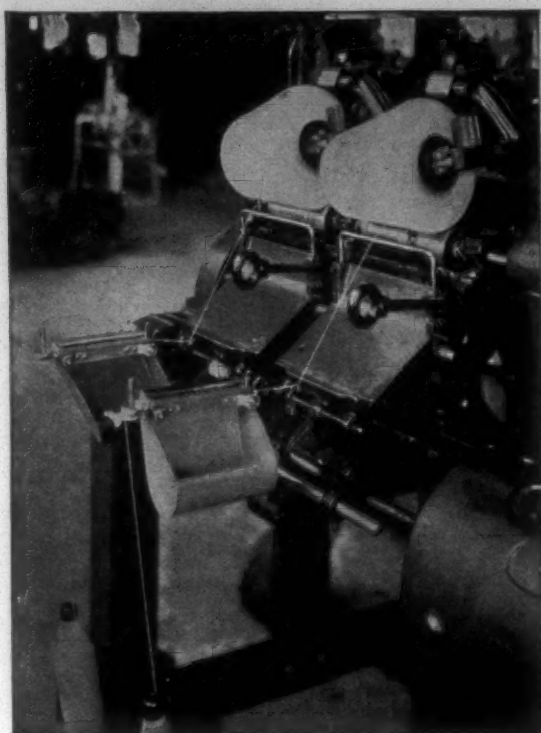


BUILDERS OF BETTER BOBBINS, SPOOLS, AND SHUTTLES

U S salesmen are specialists on bobbins, spools, and shuttles. Order direct from U S for real helpful and understanding service

Progress of American Dyestuff Industry *

By Douglas C. Newman, of E. I. DuPont de Nemours & Co.



It's a simple matter to collect the dirt

THERE it is, all the dirt the vibrating blades have removed . . . slubs, bunches, knots . . . cornered in the individual waste can that's slung under each Eclipse Yarn Cleaner. It's a simple matter to collect the dirt from a line of these waste receptacles. You can do it in less time than it takes to clean out a box or trough serving a group of working cleaners.

And when you let this new Eclipse be the "policeman of the Winder," you can bank on it nabbing every piece of foreign matter that comes jaunting along with your yarn. Incidentally, it's built stronger, simpler . . . and you'll find it considerably lower in price. Let us send you an Eclipse on trial . . . or give you a demonstration. Write us.

Eclipse Textile Devices, Inc.

Makers of the Eclipse-Van Ness Random Dyer

Elmira, N. Y.



THE subject of dyestuffs is one in which everyone here is interested, whether they realize this interest or not. Color, which is the final result of dyeing, is accepted as such a matter of fact thing in our daily routine, that unless we are in the textile business we seldom give it a thought except to admire an attractive shade or pattern or to be attracted by one of the brilliant shades of the present day short skirts. In the later case it is doubtful if it is the color. In fact, when some people make purchases of colored goods, they seem to accept the color as part of the material itself, just as though our present day sheep had been educated to grow colored wool on their backs and our up-to-date farmers are raising colored cotton.

Why is it typical of so many of us, especially in this country, not to realize the importance of something to which we have become accustomed until we are forced to do without? And it was only twelve years ago that our country was facing the problem of an acute shortage of dyestuffs. Until the outbreak of the World War we had been entirely dependent upon foreign sources for our supply of colors. After the last trip of the submarine Deutschland to Baltimore this source of supply was completely shut off.

War Time Shortage

This meant that the American people were facing the problem of going without color. It only takes a moments reflection to realize the full significance of this fact. It meant a return to the use of mineral colors and wood extracts by which only the most drab shades could be produced. We would have had the choice of only two colors for our suits, a dull drab or a black. It also meant that with the exception of those two shades, we would see no other colors on the streets or in our homes, for it is even impossible to produce a real shade of white without dyestuffs. To even produce a red, white and blue for our National flag and emblems would have been a serious problem.

As you can see from our own selfish viewpoint, the prospect was far from pleasing. But aside from the effect on us personally, can you visualize what this would have meant to American textile industries dependent upon the use of dyestuffs? The majority of them were and always will be dependent upon color and color effects to sell their goods.

So the real birth of American dyestuff industry dates back shortly before this period and you have to thank the foresight of the American chemical manufacturers and chemists that the condition described above did not prevail.

Now, I want to take a few minutes to talk to you about the accomplishments of the American chemist in this line of industry since that time. You must bear in mind that this developed practically a new line of research. Before the war the few attempts at the manufacture of dyestuffs in this country had been practically throttled at the start, due to the destructive price competition from foreign sources which would immediately develop. Naturally there were very few chemists familiar with this work, in which the most intricate problems of chemistry and chemical engineering are involved.

American Chemists at Work

So with no actual knowledge or experience the American chemists went to work. At first, time, money and even lives were lost. For many deaths occurred among these concerns who first went into this work, due to the lack of knowledge in handling chemicals of a poisonous nature. Every step had to be worked out as they were confronted with a particular problem. They had to find suitable equipment, the temperature, time and other characteristics of every reaction, not only in the manufacture of the dyestuffs themselves but for the manufacture of the numerous intermediates which are used in making dyes. If they ran into a problem that seemed almost impossible to solve, they could not ask for help. There was no one to ask. All of them were reaching out into new fields.

Many Problems Faced

Of course the dyes of more simple construction were undertaken in the beginning. Even these were not so simple for men inexperienced in this line of work. However, as they were mastered, work begun on those which were of a more complex nature and it was naturally a case of evolution. Some idea of the amount of work involved in the making of dyestuff may be obtained from the fact that it requires from eight to ten weeks to manufacture some of the intermediates used. As from two to four or more intermediates are then required to be put together to make the particular dye, you can see that it takes an enormous amount of work to even get ready. It might also be well to mention that any noticeable degree of impurities in the intermediates used or in the different steps of the manufacture of the color itself, which would be principally due to carelessness, would prove ruinous to the final result. So you can also see that the greatest care has to be used in making the dyestuffs to produce the colors that you either like or dislike but while selecting seldom give a thought to those ingenious chemists who have made colors possible.

In these twelve years they have produced between 500 and 600 different dyestuffs, all at least equal and

*Address before Charlotte Rotary Club.

(Continued on Page 24)

the LABOR EXTENSION (Multiple Loom) SYSTEM-- and Cheaper Bobbin Cleaning

The following are excerpts from an address on the Labor Extension (Multiple Loom) System by Mr. J. M. Barnes of the Barnes Textile Service, Boston, Mass., at a meeting of the New Bedford Textile Council.

"In general, the duties as performed by an individual operative under the old plan may be split into three divisions, as follows:

"1—Duties, the performance of which require considerable training and a definite amount of natural skill.

"2—Duties, which require a shorter period of training, and which may be described as semi-skilled.

"3—Duties which can be performed by operatives with practically no training in mill work.

"By taking away from the expert operative those duties which come under headings two and three, it can be readily seen that she can do only the skilled work on more machines at higher wages and all the other duties can be performed by others with pay in proportion to the requisite skill.

"This is nothing more or less than putting into effect the methods which are proving successful in other industries.

"The ordinary weaver, especially on automatic looms, spends a high proportion of his time on unskilled work. We believe that this condition is wrong and in many mills we have been instrumental in correcting it.

"Careful time study reveals two important factors in determining what changes can be made to correct present conditions.

"1—What percentage of the weaver's time is employed doing actual weaving? By weaving, we mean picking up warp ends and starting looms.

"2—What causes the loom to stop. Our studies reveal the basic causes for loom stoppage, whether it be the warp, filling, or mechanical troubles. Some of these causes can be practically eliminated, resulting in higher percentage of production and better quality cloth, as well as lower costs.

"Better running work, that is, less loom stoppage, naturally means that the weaver can run more looms. However, take away all battery work and any other labor which is not strictly weaving and the weaver can run still more looms."

What Mr. Barnes says of the weaver and his looms is also applicable to the spinner and his spinning frames. A study conducted by ourselves indicates that about 15% of spinners' time was chargeable to "bobbin cleaning."

For years Termaco Roving Bobbin Cleaners and Utsman Feeler Bobbin Cleaners have helped mills remove the costly unskilled labor burden from the shoulders of weaver and spinner. They have also helped to fix responsibility for waste and have prolonged the life of bobbins.

Upon your request, complete information will be furnished you promptly.

The TERRELL MACHINE CO., Inc.
Mrs. Termaco, Utsman, Type K, Etc., Machines
Charlotte, N. C.

N. Y. and N. E. Representatives: The General Supply Co., Danielson, Conn.

Can Proper Merchandising Increase the Use of Textiles?

(Continued from Page 5)

sold about five million feet per year in this country. During the war, their entire production was taken for government uses, and the industry realized the necessity of building a new market at the close of the war. The association started an advertising campaign in 1917, which has been regularly increased since, with the result that over 40 million feet is used in this country at the present time.

One small allied part of our industry, the Associated Knit Underwear Manufacturers of America, were faced with a tremendous decrease in the use of their goods, and to combat this, the industry committed themselves to a two year program, early in this year. The consumption of knit underwear is already showing a very satisfactory increase, for which the members give credit to the association activities.

Associated Tile Manufacturers began co-operative advertising in 1922, on a modest scale, yet their sales for 1923 were 175 per cent greater than prior to this work. The association is now spending 125 thousand dollars annually, and the sales for 1927 show an increase of 350 per cent over pre-co-operative work.

The Copper and Brass Research Association was organized in 1921, and represent approximately 90 per cent of the industry. Its activities

are public education through advertising, technical and commercial research to develop new uses, improved quality and dealer co-operation and good will effort among the trades and crafts having a bearing on metal consumption. Since the existence of the association, the consumption of brass in the United States has increased 125 per cent, and it is considered extremely successful by its members.

The Greeting Card Association: It seems that greeting cards would be their own advertisement, and, that this is a case where co-operative national advertising would be last thought of. In 1913, the volume of retail sales was about ten million dollars, a considerable part of which was imported. The domestic manufacturers had no cooperation among themselves and no confidence in each other. In 1914, their association was formed—in 1918, a co-operative advertising was started, with about 75 per cent of the production represented. The retail sales in 1922 were approximately 45 million, and in 1925, around 60 million. Prior to the advertising being started, 90 per cent of the sales was for Christmas trade, and orders were not received by the manufacturers until November or December, thus causing very uncomfortable manufacturing conditions. The advertising has developed the use of greeting cards for other purposes, which now constitute a good part of its business.

A few years ago, the Irish and Scottish linen damask manufacturers became alarmed at the number

of idle looms in their mills. During the war, the available supply of linen was reduced and other materials won a large part of their market. In 1926 an advertising and sales promotion department was organized, the funds being raised by assessment, based on potential production. This has been successful, to the extent that attention was called to it in the Kings speech, read by the governor in March, 1923 before the Northern Ireland Parliament in Belfast, upholding the success of the campaign in the United States and urging its continuance. This campaign is being continued along the same lines that have proved so successful.

The ice manufacturers, troubled by the great influx of electrical refrigeration, turned toward co-operative advertising to save their industry, and have been able to go forward instead of backward, from its results.

Since advertising started, nine years ago, in the California Walnut Growers Association, both production and consumption have trebled. The prices, since 1920, averaged 75 per cent higher than they did when advertising started. This past season, production has been the largest in history, yet the prices are 82 per cent higher than when advertising started. Prior to the program, the market on imported nuts was 12 per cent higher than ours, but today the domestic product brings 22 per cent more than the imported nuts.

The California Prune and Apricot Growers Association began national

advertising in magazines, newspapers and car cards, at a time when the prune was probably considered the most lowly of all fruits. In fact, generally speaking, they were only eaten from a standpoint of economy, and one would not consider eating prunes are on the menus of the country's best hotels, and a regular food in most carefully and expensively conducted homes—appearing on the menu cards at 40c and up per portion, and are competing from the standpoint of one's enjoyment and their good qualities, instead of being consumed only for economical reasons. The growers are now able to market their crop at a profit, even in large yield years, which prior to the co-operative advertising would have been impossible.

For our cotton textile industry: Whether cotton is 18c or 19c a pound has very little to do with the consumption, or at any price, the addition of a fraction of a cent per pound on the cost of raw material, would be negligible, from the standpoint of consumption.

Let us suppose, for instance, that each manufacturer added to his cotton cost, one-fifth of a cent per pound, by paying this amount into a co-operative effort toward research work and toward informing the public and themselves of the desirability of cotton goods in general, and the adaptability of specific cotton goods for individual purposes. We would have 7 million dollars for this purpose. I believe that this beginning would be met

(Continued on Page 27)

H & B AMERICAN MACHINE CO.

Pawtucket, R. I.

Builders of Complete Equipments of

Cotton Opening and Spinning Machinery

Consisting of

HOPPER BALE OPENERS — CRIGHTON OPENERS — EXHAUST OPENERS
BUCKLEY OPENERS — ROVING WASTE OPENERS

SELF FEEDING OPENERS — FEEDERS — COTTON CONVEYING SYSTEMS
INTERMEDIATE and FINISHER LAPPERS

REVOLVING FLAT CARDS — DRAWING FRAMES (With Mechanical or Electric Stop Motion)

SLUBBING — INTERMEDIATE - ROVING FRAMES

SPINNING FRAMES and TWISTERS (Band or Tape Driven)

SPINDLES — FLYERS — RINGS — FLUTED ROLLS

Southern Office

814-816 ATLANTA TRUST CO. BLDG.

Atlanta, Georgia

Lad craves action.



“Here, Lad—

I don't mind telling you that I've been impressed on my visit to several plants to see the 'Linc-Weld' motor in so many of them.

I now feel like putting the 'Linc-Weld' up for the board to vote on.”

*'Linc-Weld' Superiority
is due to:*

1. Larger Shafts
2. Larger Bearings
3. Better Insulation
4. Stronger Frame (Steel)
5. Greater Overload Capacity

“No, Pop—

don't mention *vote* to them.

The trouble is that they may consider a motor vote the way people consider the political vote—they don't *want* to be convinced.

When you show them the bigger shafts and bearings of the 'Linc-Weld' motor—its better insulation and greater overload capacity — you'd just get a mumbled reply something like 'thass 'nteresting, then perhaps 'Linc-Weld' is a candidate for our business.'

From there it will drizzle along the same as with a political candidate and with about the same ACTION.

—We pick 'em in January
Boost 'em in April
Nominate 'em in August
Elect 'em in November
Inaugurate 'em in March.

And that's too long to wait.”

The Lincoln Electric Company, Dept. No. 29—11, Cleveland, Ohio

M-30

L *“Linc-Weld”*
INCOLN MOTOR

Practical Discussions By Practical Men

Labor Costs

Editor:

Please allow me space in your Discussion Columns for the following inquiry. I want some good practical mill men in the Carolinas, Alabama and Georgia to tell me what their actual labor cost is on the following goods and construction. The writer is connected with a 9,000 spindle mill 256 E. Model Draper looms. Operating on 37½-inch, 4.37 yard and 4.70 yard five shade sateen. I do not expect anyone to mention any mill that they are connected with at all, but I want the actual cost of mill the size of this or larger on same construction goods. When we say labor cost we mean every item that goes on the payroll, drayman, carpenter, sanitary man, extra repairs and everything else outside of salaried parties. This information will be highly appreciated and if in turn the writer can at any time help anyone through these columns will take pleasure in doing so.

C. M. P.

Answer to Textile

Editor:

Textile wants to know if there is a rule by which to compute the correct number of looms to give to a battery hand for any number of filling and for any width of cloth?

Will be glad to advise Textile that there is such a rule by which this matter can be correctly settled, and I will endeavor to make it plain to him. Put down the following information: Loom speed, 160 picks; filling number, 40s; bobbin handed per hour, 450; bobbins per pound, 29; cloth width in the reed, 32-inch.

• Having the above information, it is now only necessary to make proper calculations in order to get the proper number of looms which it is necessary to give a battery hand under the above conditions. Proceed as follows:

Find the yards per lb. in the number of the filling used by multiplying by 840, and divide this product by 20 to get at the yards on each bobbin. Now find out how many picks there are on the bobbin by multiplying the yards on the bobbin by 36 and dividing by the width in the reed. Now find out how many bobbins will be run off per loom per hour, by multiplying 160 picks by 60 minutes and dividing by the picks on the bobbin.

Now to find how many looms to give to a battery hand, divide 450 by the bobbin run off per loom per hour.

Example:
 $40 \times 840 = 33600$ yards.
 $33600 \div 20 = 1680$ yards on a bobbin.
 $1680 \times 36 \div 32 = 1890$ picks on a bobbin.
 $160 \times 60 \div 1890 = 5 \frac{8}{100}$ bobbins per hour.
 $450 \div 5 \frac{8}{100} = 88$ looms per battery hand.

N. E.

The Practical Discussion Department of the Southern Textile Bulletin is open to all readers whether they are interested in seeking information on technical questions or are willing to help "the other fellow" who has experienced trouble in some phase of his work.

The questions and answers are from practical men and have often proved extremely valuable in giving help when it was urgently needed.

The interchange of ideas between superintendents and overseers develops a great deal of worth while information that results in much practical benefit to the men who are concerned with similar problems.

You are invited to make free use of this department and to join in discussing various problems that are mentioned from week to week. Do not hesitate because you do not feel that you are an experienced writer. We will take care of that part of it.—Editor.

Answer to System

Editor:

Please allow me space in your Discussion Columns to answer System. Taking it for granted that System has 150 looms in his weave room. Divided into four parts 20—30—60 and 40 looms in four different construction of goods and wants to get his average weekly percentage production. Multiply each group of looms by the percentage produced by each group of looms — add these total figures together, divide the sum thus obtained by the total number of looms in your weave room. Will give your average percentage of weekly production:

For example: 20x80 equal 1600—30x70 equal 2100—60x90 equal 5400—40x40 equal 1600. These four added give you 11,500, this divided by your total looms, 150 will give your average percentage 76.66 per cent.

FISHERMAN.

Answer to System

Editor:

The rule for finding the average per cent production in pounds produced in a weave room where you have three or more loom speeds and several different weights and picks of cloth.

If you have 20 looms and get 80 per cent production, 30 looms and get 70 per cent production, 60 looms and get 90 per cent production and 40 looms and get 60 per cent production you simply add the total per cent together in this case would be 80, 70, 90 and 60 per cent equals 300 per cent. Then divide by the number of groups of looms which in this case is 4; then the rule in this case is 300 divided by 4 equals 75 per cent average production in a weave room composed like the above mentioned.

M. W. B.

Answer to J. G. W.

Editor:

J. G. W. wants information about the production constant .032, given by the machine makers. The constant .062 is given for a one-inch roll. 3.1416 equals the circumference of the one inch roll. It is called 100 per cent production because it is based on a 10 hours steady run of

a frame. To figure the production constant, multiply the circumference of the front roll by the minutes run, and divide by 36 and 840. The quotient will be the constant.

Rule:

R. P. M. of front roll \times constant = hanks per spindle per day of 10 hours.

R. P. M. of front roll \times constant =

Number of yarn Pounds.
per spindle per day of 10 hours.

This is 100 per cent production. Deduct from 2 per cent to 20 per cent according to number of yarn.

To arrive at a basis of 51 hours with a 1¼ in. front roll, 120 R. P. M. Example in hanks:

$3.1416 \times 1\frac{1}{4} \times 60 = .00779$ constant for 60 minutes.

$120 \times .00779 = .9348$ hanks per spindle per hour.

$.9348 \times 51 = 47.67$ = hanks per spindle in 51 hours.

Example in pounds—.50 hank roving:

$120 \times .0079 = 1.8$ lbs. per spindle per hour.

$51 \times 1.8 = 91.8$ pounds per spindle in 51 hours.

Deduct 15 per cent for stoppage.

T. R. N. C.

Artificial Cotton

Reports from England report the development of a plant which produces "artificial cotton." Whether or not the reports indicate any significant development in this respect has not yet been learned.

The Wall Street Journal gives the following item which is interesting, to say the least of it:

"C. J. Hedley Thornton, chairman of the English 'Artificial' Cotton Production & Marketing Corp., which is interested in the plant giving a fiber from which 'artificial cotton' is produced, stated to Dow, Jones & Co.:

"The product has been subjected to severe tests by English spinners and weavers, and our corporation has received advance orders for several hundreds of millions of pounds of the fiber from all parts of the world. The fiber has already been

grown successfully in America, Canada, Australia, South Africa, and Norway. The corporation has been experimenting for eight years with the fiber, and in less than two years' time will produce raw material equivalent to fine cotton."

"Tattersall, of Manchester, says the new artificial cotton created the greatest interest in Lancashire. A technical expert of one of the largest textile corporations told him there is no apparent reason why the artificial should not be used in place of natural cotton, and that it would compete mostly with Indian and low-grade American types."

New Strength Tester For Knit Goods

A new attachment to test burst strength of knit goods by the ball and ring method has recently been placed on the market by the Henry L. Scott Company.

Heretofore, manufacturers of knit goods had perforce to depend for strength tests on machines employing rubber diaphragms and the standards arrived at showed a marked divergence of opinion, due in no small part to the eccentricities of the rubber diaphragms. The figures were almost as elastic as the rubber itself.

With the inadequacies of former 'burst' devices in mind the Henry L. Scott Company sent samples of identical knit goods to widely scattered parts of the country with the request for results of tests on Scott 'burst' testers in their laboratories. The resulting figures showed a striking standardization and all tests, too, were made by inexperienced operators.

First of all, the attachment fits onto many of the standard Scott testers. The two major parts of the attachment replace the regular tensile-strength testing jaws. The tension of the Scott tester from a tensile to a burst strength and vice versa is a matter of but a few minutes.

The upper part of the attachment, containing the bursting ball gets the tension of the inclinable balance. The lower half moves downward with the pull of the testing machine screw. This section of the attachment contains the ring, through which the fabric is forced by the bursting ball, and a clamping device with which to fasten the fabric and hold it taut. To operate, the section of knit goods is laid on the clamping base, the testing ring is lowered by means of a screw wheel holding the fabric securely. The screw mechanism of the testing machine pulls the fabric and ring down onto the ball until the fabric is broken or burst. The bursting strength is indicated on the dial of the machine or the serigraph recording sheet.

Extensive experimentation proved that a 1 inch ball and a 1¼ inch ring

gave the best results, therefore, those sizes were adopted. From the foregoing, it can be seen that there can be no depreciation, reduced strengths or eccentricities of the testing parts. They are constructed entirely of metal. Nothing to wear or break.

The company calls attention to the fact that any company equipped with most models of Scott testers needs but the addition of the new ball-burst attachment to further equip their plant to test knit fabrics. The Henry L. Scott Company invites correspondence on the new item and suggests, when writing, that any concern using a Scott tester mention the number of the model.

11,320,000 Bales Ginned

Washington, D. C. — Cotton ginned prior to Nov. 14 totaled 11,320,300 running bales this season compared to 10,894,912 in the corresponding period of 1927 and 12,956,444 in 1926, according to a preliminary report by the Census Bureau.

By States, the figures to November 14, for 1928 and 1927 follow:

State	1928	1927
Aia.	940,513	1,125,514
Ariz.	76,440	48,929
Ark.	882,437	755,891
Cal.	100,698	46,807
Fla.	18,678	16,777
Ga.	891,362	1,052,753
La.	626,657	505,451
Miss.	1,211,964	1,207,042
Mo.	70,919	59,034
N. M.	44,330	49,043

N. C.	615,902	675,636
Okla.	832,971	753,202
S. C.	605,987	655,091
Tenn.	271,706	258,835
Tex.	4,093,349	3,664,341
Va.	29,023	16,375
All others	2,366	3,136
	11,320,302	10,894,912

In running bales, round bales are counted as half bales, and linters are excluded. The total figures include 440,964 round bales for 1928; 401,020 for 1927; and 427,323 for 1926. Included also are 16,145 bales of American Egyptian for 1928; 11,410 for 1927; and 8,634 for 1926.

The figures of the report include 88,761 bales of the crop of 1928, ginned prior to August 1, which was counted in the supply for the season of 1927-1928, compared with 162,283 and 47,770 bales of the crops of 1927 and 1926.

Twine Industry Adopts Code

Adoption of a Code of Trade Practices by substantially the entire cotton wrapping twine industry, effective at once is announced by Walker D. Hines, president of the Cotton-Textile Institute, Inc.

One of the most important provisions of the code states that it is not sound trade practice to guarantee against price decline in orders or blanket contracts.

The code was drafted by a committee of wrapping twine manufacturers and the manufacturer to the buyer.

turers, under the auspices of the Institute, consisting of Wm. D. Anderson, president of the Bibb Manufacturing Company, W. E. Evans, The Linen Thread Company, and A. Alex Shuford, president and treasurer of the Shuford Mill Company. As recommended by this committee and endorsed by the mills the code sets forth approved trade practices as follows:

I. It is a sound practice for a particular mill either (1) to make sales direct to consumers or (2) to confine its accounts to one commission house or broker for any given territory or to work out out a consistent combination of these two methods.

II. It is not a sound trade practice for a mill to pay either directly or indirectly any compensation for selling other than not exceeding the usual 5 per cent to commission houses nor to allow any cash discount exceeding the usual 2 per cent. But in case of direct sales it is a sound trade practice to allow the usual discount not exceeding 2 per cent cash in 10 days, but no discrimination or secret rebates by way of other discounts, commission, compensation or inducement. It is not a sound trade practice to share commissions either directly or indirectly with purchasers of twine.

III. For the purposes of this statement of "Sound Trade Practices" a "Commission house" is one that handles twines for confined account sales for all transactions. A "broker" is a selling agent who handles twine on a brokerage basis

—the merchandise being billed by IV. It is a sound trade practice for a commission house to undertake in consideration of the commission paid it to give its mills selling advice and to dispose of their products at the best obtainable prices.

V. Short selling and long buying on the part of a commission house are unsound trade practices.

VI. The accumulation of stocks on the part of commission merchants being speculative in principle and consequently to the disadvantage of both producers and consumers is an unsound trade practice.

VII. It is not a sound trade practice for a manufacturer when advancing his price to discriminate among his customers by soliciting and accepting orders from particular customers at his old price.

VIII. It is not a sound trade practice to guarantee against price decline in orders or blanket contracts.

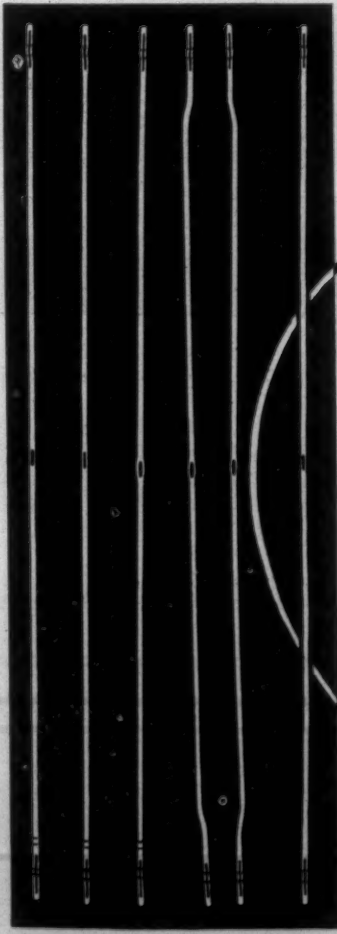
IX. It is not a sound trade practice to sell different "put ups" of twine except at differentials fairly representing differences in cost of preparation such as the following customary differentials: (Basic cones or tubes)

Balls 5 or 6 to the pound bulk 1c over basis

Balls 5 or 6 to the pound in cotton sacks of paper packages 2c over basis

½ pound balls ½c over basis
½ pound balls in cotton sacks or paper packages 1½c over basis

50 end reels or tubes ½ over basis.



Here is a Steel Heddle

that

- will Not Chafe, Cut or Pull the Thread.
- the Thread will Not Cut It.
- will Last from Ten to Twenty Years on the Hardest Fabric.
- Requires Less Attention
- Creates Very Little Fly.
- Requires No Shelving for Changing Patterns.
- Adjusts Itself Automatically to Warp Thread.

Made in All Types and Sizes for the Weaving of All Fabrics — Let Us Send Samples.

The Flat Steel Heddle

Steel Heddle Manufacturing Co.
 Philadelphia, Pa.
Southern Plant
 Steel Heddle Bldg., 621 East McBee Ave.
 Greenville, S. C.
New England Office
 44 Franklin St., Providence, R. I.
Foreign Offices
 Huddersfield, Eng.—Shanghai, China



Plant of Jacques Wolf & Co., Passaic, N. J.

for Cotton

Wolfco Sizings
Cream Softeners
Dye Penetrants
Bleaching Oil

for Rayon

Lubricants
Knitting Oils
Scouring Oils
Rayon Softener

for Silk

Finishes
Boil-Off Oils
Textile Gums
for Printing

for Wool

Wool Finish
Shoddy Oils
Soluble Oils
Scouring Agents

Hydrosulphites

For all purposes

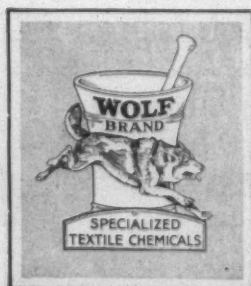
Gums —

Arabic, Karaya and
Tragacanth

Monopole Oil

(Reg. U. S. Patent Office)

Let us help you with your problems.



JACQUES WOLF & Co.

MANUFACTURING CHEMISTS AND IMPORTERS

PASSAIC, N. J.

Pacific Coast and Mid-West Representatives

THE CIBA CO., INC.

San Francisco, Cal

Chicago, Ill.

Aunt Becky Visits Georgia

Aunt Becky Ann (Mrs. Ethel Thomas) edits the Home Section and occasionally makes short visits to the mills.

After spending a few days in Georgia, she walked into our office last Saturday morning. In one hand she held a fan-shaped formation of five and ten dollar bills and checks which she had received for subscriptions. In the other she held a sheaf of subscription blanks. We had her photographed with her hands full, so that her friends might see how she looked with all that money.



During November, Aunt Becky secured on her "spare time" trips, 246 new subscribers for the Southern Textile Bulletin. The mill men like Aunt Becky and they like our journal.

In this connection we are pleased to be able to state that whereas one year ago we had approximately 4,300 paid subscribers, we now have 5,300.

As the Southern Textile Bulletin is read by its subscribers more than any other textile journal and it is not unusual for one copy to be passed around and read by three or four men, our advertisers are greatly benefited by our increase from 4,300 to 5,300.

Aunt Becky always brings home a good list when she takes one of her trips, but she never looked so rich as when she came in last Saturday morning.

Optimism At Manchester

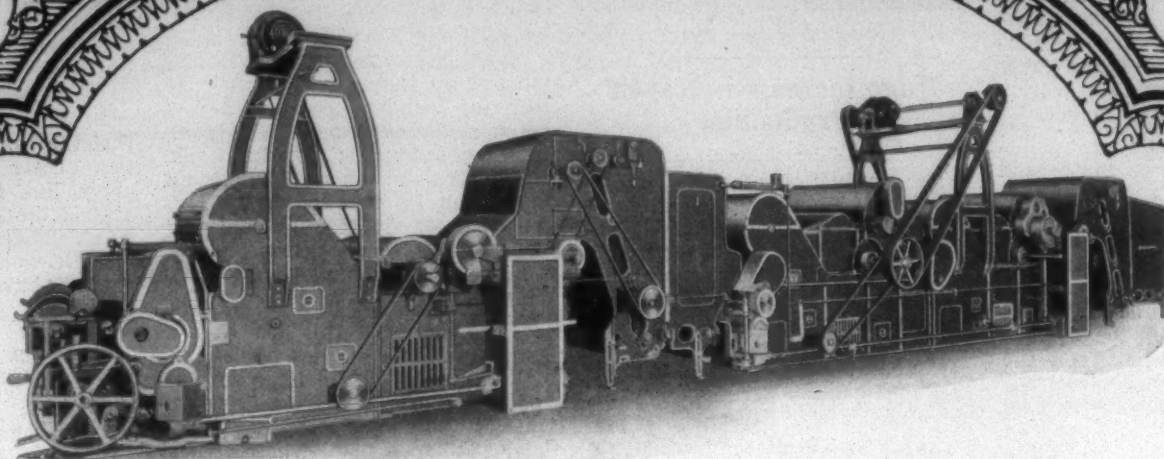
Manchester, Eng.—The market in Manchester is optimistic owing to steadiness in price of raw cotton. There is growing opinion among consumers that no reduction in quotations is likely for next few months and that trend will probably be upward. Consequently improvement in buying is expected for next few weeks.

Current business with India con-

tinues on a moderate scale. Business with Egypt is expanding, good orders being placed for grays, whites and specialties.

Demand in South American trade is steady for bleaching and dyeing cloths and poplins. Home-trade demand is moderate.

Turnover of American yarns is improving and some spinners advanced quotations slightly. There is good demand for Egyptian yarns.—Boston News Bureau.



SACO-LOWELL ONE-PROCESS PICKER

(with Synchronized Control)

*Now Operating Extensively in both
Northern and Southern Mills*

ANOTHER triumph for SACO-LOWELL engineers. This one-process Lapper, designed especially for American mills, has been successful beyond the hope and expectations of its designers. It is a totally new Lapper and has been thoroughly tried out under practical mill conditions.

Its first and foremost advantage, the saving of labor, has been proven beyond a doubt. There is no handling of the cotton from the time it is fed to the Bale Breaker until the lap is removed from the calender

ready for the Card-Room. Its efficiency is unexcelled.

On every installation, both North and South, our One-Process Picker with synchronized control, has given better results than were being obtained on the two or three process system, as regards cleaning, appearance of lap, and evenness yard for yard, and lap for lap.

Facts, figures, specifications, and organizations of Saco-Lowell one-process Picking in successful mills are now available. May we place them in your hands? Call on any Saco-Lowell representative.

Counting those already in operation and those orders now on our books, we have sold over fifty of these One Process Pickers. Among the mills installing this machine are:—

THE ANNISTON MFG. COMPANY
LANGLEY MILLS
PACIFIC MILLS
BOOTH MILLS
CHICOPEE MFG. COMPANY
LANETT MILLS
ALICE MFG. COMPANY
OCONEE MILLS
ROXBORO COTTON MILLS

ATHENS MFG. COMPANY
EXETER MFG. COMPANY
DANA WARP MILLS
BRANDON MILLS
BERKSHIRE COTTON MILLS
NINETY-SIX COTTON MILLS
GREENWOOD COTTON MILLS
SAXON MILLS
ARAGON-BALDWIN COTTON MILLS

ROANOKE MILLS COMPANY

SACO-LOWELL

MANUFACTURERS OF TEXTILE MACHINERY

147 Milk Street, BOSTON, MASS.

CHARLOTTE, N. C.

GREENVILLE, S. C.

ATLANTA, GA

Oakite Sales Conference

Completing 20 years of industrial cleaning service, the technical staff, field service men and executives comprising the organization of Oakite Products, Inc., met in the general offices in New York, November 14 to November 17, on the occasion of their annual sales conference.

District managers and representatives from thirty-three States and Canada came together in daily discussion, subjects of which ranged from the cleaning of watch crystals to ocean liners and silk stockings to eighty thousand barrel oil storage tanks. One of the interesting phases of the convention was the demonstration of paint stripping on the side of a full sized locomotive tender, the operation being performed by apparatus designed and built by the service department of Oakite Products, Inc. There were 19 papers on technical, sales and service topics followed by brisk, informal discussion and an interchange of experiences. On Friday, November 16, W. G. Bruce, publisher of School Board Journal, and Frank O. Dunning, Eastern manager, addressed the conference on the importance of cleanliness and sanitation in schools and institutions; W. E. Irish, associate editor of American Machinist, gave an address on cleaning operations in the machine tool and accessory field; P. W. Swain, managing editor of Power, spoke of the need for further developing cleaning

methods in the power plant field. W. Drew, Eastern district manager of bus transportation, also spoke, stressing the importance of cleaning operations that are necessary in connection with servicing the more than 25,000 bus fleets in the United States.

Huge Increase in Rayon Production

The production of rayon in this country has grown from 1,100,000 pounds in 1912 to an indicated output of more than 93,000,000 pounds in 1928. This extraordinary expansion measures the rise from an uncertain beginning of an industry which now stands as one of the important enterprises of the country, says the Union Trust Company, Cleveland.

"As an article of commercial importance rayon is practically a post-war development," says the bank in its magazine, Trade Winds. "During the last eight years the increase in production has been impressive both in the United States and in European countries. In fact, the rate of growth has been even more rapid outside of the United States. American manufacturers turned out 36 per cent of the world's supply in 1923, but the indicated proportion is only 25 per cent in 1928.

"The United States, however, remains the chief producer of rayon. Its 1927 output was double that of Great Britain, which stands second

in the manufacture of rayon. Italy is third and Germany fourth. In the United States the consumption of rayon has been increasing faster than production, with the result that a large volume of imports has been necessary each year.

"What has caused this astounding increase in the use of rayon? In 1927 for instance, consumption of rayon in the United States surpassed the consumption of natural silk, and in its uses was more important than linen. According to the 1927 census its products were valued at \$110,000,000. It paid nearly \$29,000,000 in wages and employed over 26,000 people.

"The impetus to this growth has come from two sources. The first of these has been the improvement in the product itself from the days when it was known merely as "artificial silk" to a point where it has become a distinct textile in its own field of usefulness. This embraces not only those fabrics made of rayon alone but also those made from a combination with other important textiles such as cotton, wool, and even real silk itself.

"In addition, changes in type and styles of clothing have contributed very materially to the demand for it. This has been particularly true in the field of women's dress which lends itself most readily to the new style developments which have been worked out by manufacturers not only with all rayon fabrics but with rayon in other textiles.

Page Fence for Enka Plant

The General Equipment Company, of Charlotte, distributors of Page fence, reports that it has closed contract for supplying fence for the big new rayon plant to be built at Asheville by the American Enka Corp. C. W. Allison, manager of the General Equipment Company, states that the contract calls for the erection of six thousand feet of Page chain link fence, seven feet high, around the ten million dollar rayon plant. The company will begin immediate work on the fence and expects to have it up by Christmas.

Torrington Full Fashioned Needle Output Doubles

A new announcement regarding Torrington full fashioned needles follows fast on that made a few weeks ago, when it was stated that the demand for these needles had necessitated a day and night manufacturing schedule.

The demand has since increased to the extent that the machine-manufacturing department of the Torrington Company is giving precedence to the production of sufficient machines to double the present output of Torrington full fashioned needles. In view of this sharply accelerated demand it is of interest that this type of Torrington needle was first introduced at this year's Knitting Arts Exhibition.

HIGH SPEED WARPING *made even more* EFFECTIVE!

High-speed warping came because of sharp competition, and with it came the urgent need for a beam especially designed to stand the stresses. Just as you can speed up any old rattle-trap warper, so you can use any old section beams—until they fall apart with the rough going and you lose a warp. Which won't be long.

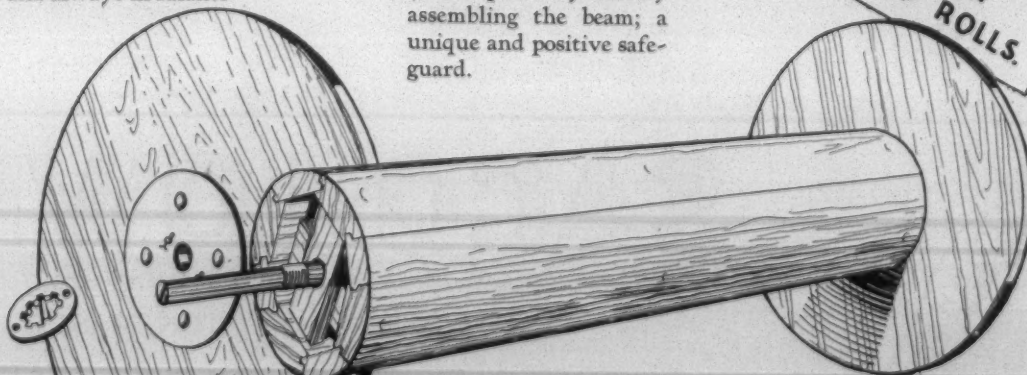
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SOUTHERN TEXTILE BULLETIN

Member of Audit Bureau of Circulations
Member of Associated Business Papers, Inc.

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CLARK PUBLISHING COMPANY
Offices: 18 West Fourth Street, Charlotte, N. C.

THURSDAY, NOVEMBER 29, 1928

DAVID CLARK	Managing Editor
D. H. HILL, JR.	Associate Editor
JUNIUS M. SMITH	Business Manager

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Contributions on subjects pertaining to cotton, its manufacture and distribution, are requested. Contributed articles do not necessarily reflect the opinion of the publishers. Items pertaining to new mills, extensions, etc., are solicited.

ADVERTISING

Advertising rates furnished upon application.

Address all communications and make all drafts, checks and money orders payable to Clark Publishing Company, Charlotte, N. C.

Our Ownership

A FRIEND received, this week, a letter from a prominent machinery manufacturer in New England asking if it was true that the Southern Textile Bulletin was owned by a certain man and stating that such a report was prevalent in his section.

We do not know who put out the report but it must have been done for the purpose of injuring us.

The Southern Textile Bulletin is owned personally by David Clark and no other person has ever had one dollar of interest in same. The ownership is under the name of the Clark Publishing Company, which is registered but not incorporated and nobody except David Clark has any interest or ownership in the Clark Publishing Company.

We have never owed any money to any cotton manufacturer or other person except the First National Bank of Charlotte and loans from them have, we are glad to say, been small and usually temporary.

During the first week in April and again the first week of October of every year, as required by law, we have published a sworn statement of our ownership and any one who had any doubts about our publication, could easily get from such statements all information desired.

We would be willing to pay a considerable sum for information through which we could definitely locate the man who started the report that a person other than David Clark owned the Southern Textile Bulletin.

Our relations with other textile journals have been so friendly that we can not believe that the report was put out by a competitor.

Another Attack

ATTACKS upon cotton mills of the South have been made for many years and will never cease.

None of them have, however, more grossly misrepresented mill conditions than an article by Wyatt Brown, alleged to be a native of North Carolina, in the December number of "Plain Talk," published in New York.

In his opening paragraph Mr. Brown gives the following description of Southern cotton mill villages:

All houses are of the same "clapboard and tin roof" style. Grass plots are covered with weeds and tin cans. Piles of refuse lie about, putrifying and breeding ill health."

The article of Wyatt Brown is very poorly written and it is so evident that the writer was prejudiced against Southern cotton mills that it is not likely to attract much attention.

Advertising and Profits

IN the report of the officers of the Pepperell Manufacturing Company to their stockholders we note the following:

Net earnings for the year ending June 30, 1928, were \$1,026,978.04, which is 9% per cent on the capital stock. Sales amounted to \$19,803,312.84. The increased sales outlets, particularly in New England, have been marked.

When the Pepperell Manufacturing Company, with plants at Biddeford, Maine, Opelika, Ala., and Lindale, Ga., show 9% per cent net profit for the twelve months ending June 30, 1928, an unusually dull period in cotton manufacturing, there must be a reason worth considering.

The answer is that the Pepperell Manufacturing Company had the

nerve to advertise its product both in journals and over the radio.

Their radio advertising was probably the first ever used for cotton mill products but brought splendid results.

Their series of radio talks were so very interesting that we are going to publish them in the Southern Textile Bulletin in order that other cotton manufacturers may have impressed upon them the possibilities of such advertising.

While other mills were running short time and showing losses the Pepperell Manufacturing Company advertised and were able to show 9½ per cent net profit.

Have We Learned Our Lesson?

THERE are cross currents in the cotton goods trade today and some of them are causing buyers of cotton goods to hesitate about placing much forward business.

The buyers would like to know whether or not the cotton mills have learned their lesson or will again overproduce at the first evidence of active cotton goods buying. The October consumption of 618,000 bales is some evidence that the lesson has not been learned and that production is already being raised to the point that demand may be neutralized.

When the demand came in the early part of 1927, mill after mill started night work and soon there were more than enough goods to supply the demand.

When the demand slackened the production continued with the result that goods were accumulated and it has required more than twelve months of reduced production, upon a no profit basis, in order to allow the surplus to be absorbed.

We note with much interest the following paragraph on the cotton goods market page of the New York Journal of Commerce:

Manufacturers of cotton duck, chambrays, wide sheetings and a few other lines are continuing their work of trying to regulate the output to prevent a flood of merchandise that is demoralizing to buyers and profitless to mills. In the past three weeks leading merchants affiliated with the Cotton Textile Institute have been urging that the trade lay its plans so that it can curtail a week or ten days over the holidays at the end of the year and thus strengthen the prospects for a healthy spring movement in finished goods. Once this policy can be agreed upon it is believed that more stability in prices will result over the inventorying and holiday period, when primary markets are naturally quiet.

The following statement of the present cotton goods situation has been made by one of the leading cotton goods brokers of New York:

While periods of free competitive bidding for goods are most exhilarating, they usually carry a later penalty. We know that buying of finished goods which has occurred thus far represents minimum early needs. We can be equally certain that as and when further business develops, such business will also represent actual needs and that it will be born purely of consumptive demand. In a word, it is likely to be an unadulterated demand with artificial stimulus entirely absent. It is fair to assume that such error as is likely to occur will be on the side of underbuying rather than overbuying. It therefore seems

to us that the finished goods market presents a healthy outlook and one which can be marred only by injudicious price cutting caused by unwarranted striving for volume or lack of knowledge as to underlying conditions.

A strong cotton goods situation now confronts the industry and if we have learned our lesson and will act judiciously in the matter of stepping up production, a prosperous period will prevail.

Have our mills learned their lesson? That is the question.

What Kind of Prosperity?

THE assertion has frequently been made that if prosperity exists it is a Wall Street or rich man's prosperity.

Others have said that it is the kind in which rich men get richer and poor men get poorer and that statement appears to be borne out by the following figures from the Treasury Department regarding the number of incomes in the various brackets:

Incomes of	1924	1927
Up to \$5,000	6,672,556	3,234,877
\$5,000 to \$10,000	437,330	543,508
\$10,000 to \$25,000	191,216	250,455
\$25,000 to \$50,000	47,061	59,874
\$50,000 to \$100,000	15,816	22,460
\$100,000 to \$150,000	3,065	5,240
\$150,000 to \$300,000	1,876	1,135
\$500,000 to \$1,000,000	342	555
\$1,000,000 and over	75	283

It appears that since 1924 there have been added to the list of men with incomes of \$1,000,000 or more per year 208 names and to those with incomes of \$500,000 to \$1,000,000 there has added 213 individuals.

All the way down including those incomes of \$5,000 to \$10,000 there has been an increase, but of those with incomes of less than \$5,000, but in excess of the exemption, the number has decreased from 6,672,556 to 3,234,877.

These figures show that the number of million dollar men and the half million dollar men, etc., have greatly increased, but 3,437,679 men, who in 1924 had incomes in excess of the exemption allowance, have suffered such decreases that their earnings do not exceed the exemptions.

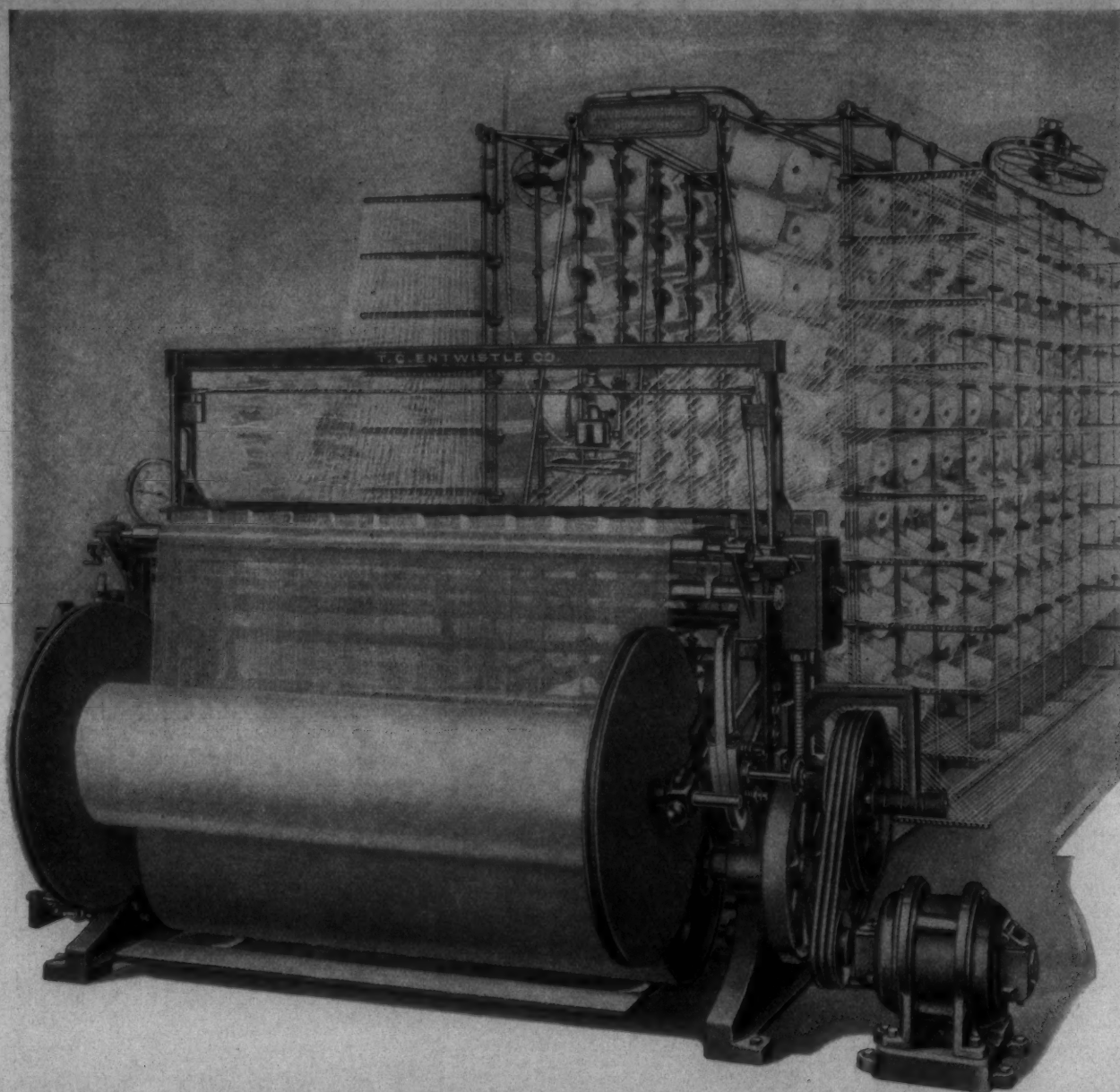
An analysis of the Treasury Department figures shows that since 1924 those who have grown richer number 191,127, while those who have grown poorer number 3,437,679.

As those who grow poorer already had incomes of less than \$5,000 it is reasonable to assume that many of them have been forced to curtail their purchases of commodities including cotton goods and it is probably that the next class, those who had incomes which in 1924 did not exceed the exemption, have also grown poorer and have been forced to curtail purchases.

On the other hand the 191,127 who have grown richer were already able to buy all the commodities they desired and it is improbable that as the result of their increased incomes there has been much increase in their purchases.

The rich have grown richer while the poor have grown poorer, but the textile industry is more concerned about the decreased purchasing power of 3,437,679 families than about the added incomes of 191,127 who were already comfortably fixed.

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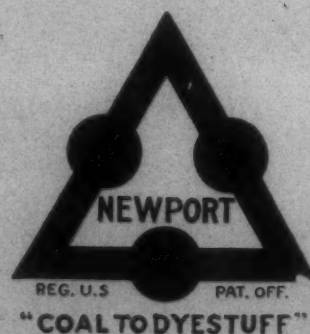
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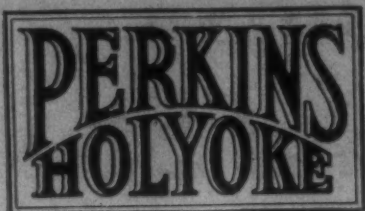
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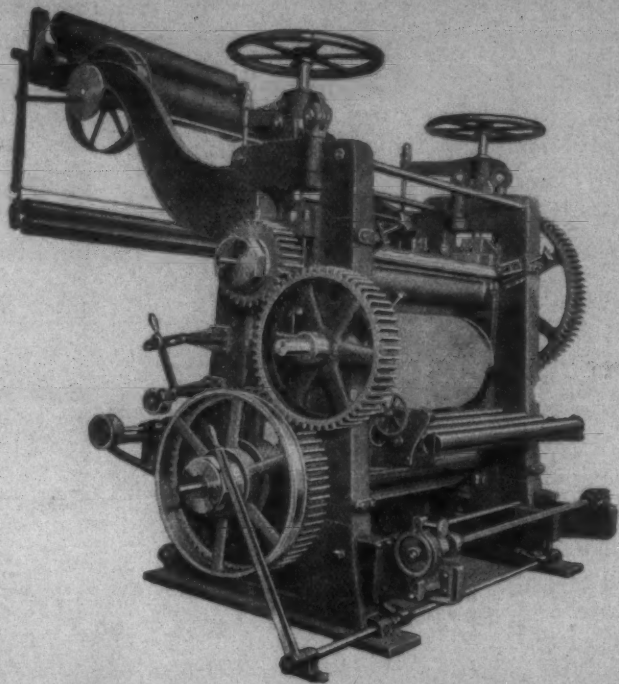
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Personal News

G. W. Williams has accepted the position of overseer carding at the Chesnee Mills, Chesnee, S. C.

— — Neal is now assistant superintendent of the Aragon Mills, Aragon, Ga.

A. M. Bates is now overseer of the cloth room at the Sally B. Mills No. 2, Sylacauga, Ala.

— — Huff has become overseer of weaving at the Woodruff Mills, Woodruff, S. C.

B. B. Cothron, who for 15 years has been roller coverer at the Watts Mills, Laurens, S. C., has resigned.

J. T. Blackman has resigned as overseer weaving at the Watts Mill, Laurens, S. C.

L. A. Hamer, superintendent of the Stark Mills, Tucapau, S. C., is recovering rapidly from an operation for appendicitis.

A. N. Martin has become superintendent of the Russellville plant of the Alabama Mills Company, Russellville, Ala.

J. W. Esley has been appointed agent for the Russellville plant of the Alabama Mills Company, Russellville, Ala.

H. L. Dunbar has resigned as assistant overseer spinning at the Bibb Manufacturing Company, Macon, Ga.

Fred Glass is now machinery inspector in spinning at the Bibb Manufacturing Company, Macon, Ga.

T. V. Mullinax has returned to his former position as overseer of carding at the Judson Mills, Greenville, S. C.

R. L. Wood, from the Dunean Mills, Greenville, has become overseer weaving at the Watts Mill, Laurens, S. C.

Paul Smith, Huey Tomlin, Jim Suggs, W. T. Weeks, Lerpy Taylor and John Lovett, all of whom have been doffers at the Bibb Manufacturing Company, Macon, Ga., have been promoted to section men.

Chester Haggard, who has been machinery inspector at the Bibb Manufacturing Company, Macon, Ga., has been promoted to assistant overseer of spinning.

C. C. Smith has resigned as second hand in carding at the Newnan Cotton Mills, Newnan, Ga., and accepted a similar position with the Pepperell Manufacturing Company, Opelika, Ala.

Carter D. Poland, president of the Poland Soap Works, Anniston, Ala., is recuperating at his home, following an operation for acute appendicitis. It will probably be several weeks before he will be able to resume his duties.

R. L. Short has resigned as superintendent of the Maurice Twine Mills, Roanoke, Va., and moved to Kings Mountain, N. C.

Z. F. Cranford, superintendent of the Dilling Mills, Kings Mountain, N. C., is improving from a recent illness.

E. C. Walker has resigned as loom fixer at the Geneva Cotton Mills, Geneva, Ala., to accept a similar position at the Dale Cotton Mills, Ozark, Ala.

B. L. Amick, formerly superintendent of the Cherokee Falls Mills, Cherokee Falls, S. C., is now general superintendent of the Fitzgerald (Ga.) and allied mills.

Robt. A. Morgan has resigned as agent for the Southern Brighton Mills, Rome, Ga., to become industrial manager for the new plant of the American Chatillon Company, of Rome.

Standardized Cotton Needed, Says Springs

Standardization of cotton contracts would benefit the farmers as well as the whole cotton industry and stop manipulation, is the opinion of Col. Leroy Springs, prominent textile manufacturer of South Carolina, who himself grows many acres of cotton, as he expressed in a circular issued by the New York Cotton Exchange.

In discussing the cotton situation Col. Springs further contended that "it would be a smart thing if the farmers would standardize the tare on cotton, that is, sell cotton at its net weight, instead of deducting so many pounds for tare, and the Government should pass a law requiring six ties and either six or twelve yards of cotton bagging."

Textile Firm Inspecting Texas Mill Sites

Fort Worth, Tex.—A representative of a textile corporation which controls \$5,000,000, visited Fort Worth recently, according to Roscoe Ady, commissioner of industries of the Association of Commerce, with a view of establishing a mill in the city.

While the names of those interested and of the representatives would not be given out, Mr. Ady stated, the representative said two large mills would be located in Texas in the near future and he was making a survey of Texas cities for a suitable location. He was taken over the city by members of the association and expressed himself as pleased with the locations shown as suitable for such a mill.

The mills, which are to manufacture cotton cloth for dresses and other clothing, will have an employes' list of about 800 persons and operate 25,000 spindles.

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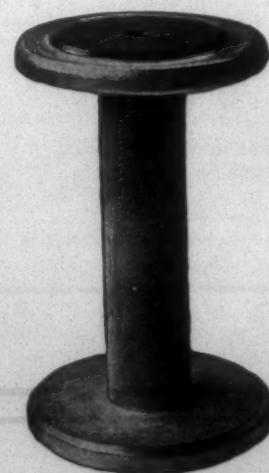
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MILL NEWS ITEMS OF INTEREST

Altus, Okla. — It is reported that L. H. Gilmer & Co., will build a textile mill here.

Edgefield, S. C. — The Addison Mills have begun work of building 28 new homes in the mill village.

Opp, Ala. — The Micolias Cotton Mills are to install 48 new looms in an addition now under way. Looms were purchased from the Stafford Company, Readville, Mass.

Asheboro, N. C. — The Carolina Hosiery Mills, owned by E. Cranford and C. C. Cranford, have begun operations. The mill has 30 machines on fancy half hose.

Fort Worth, Texas. — A 25,000 spindle yarn mill is to be erected here by New England mill men if present plans of the Chamber of Commerce are carried out.

Greenville, S. C. — A large manufacturer of plush is seeking a site for a plant in or near Greenville, according to local reports. It is also likely that a carpet mill and a silk mill are to come here.

Rock Hill, S. C. — The Cutter Manufacturing Company will sell its products through Ridley Watts & Co., New York. The mills make denims, pin checks and hickory checks.

Cartersville, Ga. — The Hampshire Hosiery and Underwear Company, which has taken over the Cartersville Mills, Inc., purchased the common stock in the mill, which had been owned by the Gate City Cotton Mills, of Atlanta. The mill manufactures boy's heavyweight ribbed underwear.

Calhoun Falls, S. C. — Stockholders of the Calhoun Mills have voted to increase the capital stock from \$1,000,000 to \$2,000,000. One half of the increase will be distributed now as a stock dividend. No plans for expansion of the plant are contemplated at present.

Russellville, Ala. — Russellville's unit of the Alabama Cotton Mills Co. was put in full operation this week. The mill will operate 10,000 spindles with an estimated output of 25,000 pounds of cloth weekly. J. W. Wesley, University of Georgia graduate, is general agent of the new enterprise and A. N. Martin is superintendent.

Richmond, Va. — The Simmons Co., Kenosha, Wis., manufacturers of mattresses, has definitely decided to cotton and felt plant here. A building has already been secured and equipment is to be installed at once. The company has formerly purchased its felt from other manufacturers.



The Farish Company
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Swannaoa, N. C. — The new addition at the Beacon Manufacturing Company is to be equipped with machinery moved from the company's mill at New Bedford.

Sanford, N. C. — Plans for locating a silk mill here are well under way and seem certain to be completed, according to T. S. Cross, who is interested in the position. Only one thousand dollars is needed to complete the necessary funds, Mr. Cross stated.

Burlington, N. C. — The Standard Hosiery Mills have begun construction work on a full fashioned hosiery unit to cost \$500,000. The first unit will provide space for the installation of 40 machines.

The company will also add 15 new houses to the mill village, having purchased an additional tract of six acres to provide for this work.

Kingsport, Tenn. — The Kingsport Hosiery Mills are installing still additional machines, purchased from the Fidelity Machine Company, for producing fancy true rib tops for men's half hose. This style originated with Robert E. Davis, treasurer of the Kingsport Hosiery Mills, and has surpassed all expectations as installations in their mills indicate.

Dyersburg, Tenn. — The Dyersburg Cotton Products Company, which is constructing a large mill here, is a consolidation of Adrian Knitting Company, the Adrian Knitted Products Company, of Adrian, Mich.; the Sauquoit Knitting Co., Sauquoit, N. Y.; Oswego Yarn Co., Oswego, N. Y.; Skenando Cotton Co., Utica, N. Y.

The company is offering \$400,000 in first mortgage bonds to finance construction and provide working capital.

Pulaski, Va. — Within ten days after plans are received from Wm. Steele & Sons Co., Philadelphia, bids will be open for erecting the first unit of the Virginia Maid Hosiery Mills, of which Thomas J. Wallner is president. The building will be 88 by 102 feet, exclusive of the dye plant, boiler house, silk vault, etc., and will be of steel, concrete and brick throughout, 1-story with saw tooth roof.

Mt. Airy, N. C. — The Renfro Hosiery Mills Company, manufacturers of infants' socks and original purchasers of Fidelity multi-design machines, is just adding a substantial additional installation of these machines. The strong style trend toward straight fancy rib tops of the multi-design pattern has made it necessary for the Renfro Hosiery Mills to refuse deliveries on this character of merchandise before May 1st of next year, in spite of a day and night production schedule.

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Largest Landscape Organization in the South

Laurens, S. C.—The annual meeting of the stockholders of the Laurens Cotton Mills was held here, with New York and other Eastern capitalists, who are interested in the Laurens Mill, present and participating. It was presided over by former Senator N. B. Dial, president of the company. The board of directors was reelected by the stockholders and in turn the board elected the same official and administrative officers for another year.

N. B. Dial, president; W. S. Montgomery, of Spartanburg, treasurer and general manager; M. L. Smith, of Laurens, assistant treasurer.

A semi-annual dividend of 5 per cent was declared on the capital stock of \$1,050,000 and will be payable January 1, 1929.

Gadsden, Ala.—The Smallman Construction Company of Birmingham, has been awarded the contract for erecting the main building of the new braid mill of the Alabama Braid Corporation. The plant will represent an investment of \$750,000. Ground was broken recently. The job is to be completed within 90 days and by June 1 the plant will be in operation. The main building will be 150 feet wide and 326 feet long. It will be one story in height, with sawtooth roof. Twenty-five carloads of machinery are on the ground and 50 more will be here by April 1. The plant will manufacture all kinds of braid, cords and ribbons from silk, rayon, imitation silk, hemp, cotton, wool and hair.

Gastonia, N. C.—Stockholders of the Rankin, Hanover and Pinkney Mills of Gastonia, have been called to meet at 10 a. m., November 28 for the purpose of considering a merger of these plants under one management. Directors of the three corporations have already taken favorable action on the proposed merger and the stockholders are called to meet for the purpose of ratifying the resolutions already adopted. While no official state-

ment could be obtained from officers of these corporations, it is the consensus that the proposed merger will go through.

The Rankin's is capitalized at \$250,000 and manufactures combed peeler yarns, 36s to 40s and has 6,000 spindles. Henry Rankin is president

and treasurer and R. G. Rankin is vice-president, L. S. Rankin, secretary.

The Pinkney Mills has a capital of \$475,000 and manufactures fine combed yarns, 60s and 70s. It has 10,000 spindles. R. G. Rankin is president and treasurer, A. G. Myers is secretary. The Hanover Mills is capitalized at \$110,000. A. G. Myers and R. G. Rankin are the officers in charge.

It is generally believed in local textile circles that this may be the first of a series of small mergers which foreshadow a much larger merger of the combed yarn interests.

Harrisburg, Va.—Location of a large textile plant in this city is under consideration by a wellknown Eastern concern manufacturing towels, tapestry, bedspreads, and various other lines according to announcement made by the local Chamber of Commerce recently.

The plant under consideration would begin employment with 150 workers and increase as labor is trained to 650, with prospects of a factory employing over 1,000 within a year.

Spindale, N. C.—The Spencer Corporation, of this place, has let a contract for the construction of an addition to the weave shed approximately 140 by 125 feet, and expects to install 200 additional looms as soon as the building can be completed.

The construction of the new addition will necessitate the erection of twenty new cottages for the accommodation of the new people who will come to Spindale to operate the increased equipment.

The Spencer Corporation is the largest of the Spindale group of mills, and is also the oldest from a standpoint of operation, being the first mill built in Spindale.

The new addition will be placed at the end of the present weave shed. Construction work will probably begin within the next three or four weeks. It is understood that excavation and grading will begin with a few days.



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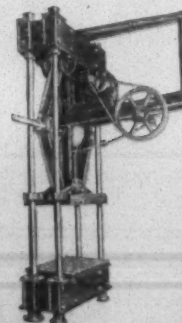
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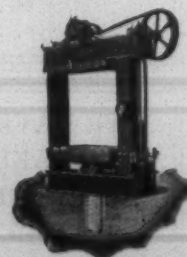
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SYRACUSE, N. Y.

Thoron Says Textile Industry Needs Stable Price and Tariff Protection

(Continued from Page 6)

"Besides costs of production include so many other things than mere wage, scales—it is the whole relative standard of living, and who can measure that in a protective percentage except by actual test of a rate which proves effective or of a rate that proves ineffective.

Basis of Comparison

"And even were some enthusiastic statistician to be fortunate enough to read correctly into the operating costs of all the mills, foreign and domestic, on which would he base his comparison, the highest, the lowest, or the mean; this year's or last year's, and when he had nicely adjusted his differences, 12 months or more after he had started to assemble his data, he would find that all the relations had meanwhile changed.

"If the expensive investigation conducted by President Taft's Tariff Board, into the cotton schedule, demonstrated anything it demonstrated the futility of trying to get workable data of that character.

"But even assuming costs of pro-

duction were constant, that price of the raw material did not vary from season to season, from month to month, from day to day and even from hour to hour, and that the relation of domestic to foreign costs remained constant year in and year out; and lastly that our super-statistician had discovered the ratio which he had correctly transposed into a rate, which the President had promulgated, what protection would that afford the domestic manufacturer in his effort to earn a profit, if his foreign competitor was willing or forced to forgo a profit on his export business.

"What must we try to accomplish with a tariff in the case of a highly competitive industry like cotton manufacturing.

"Certainly not to admit foreign goods on our already overstocked domestic market, certainly not to have our domestic operatives idle, for the sake of keeping the foreign competition in our markets, and let our domestic manufacturers fight it out among themselves.

"The price to the domestic consumer will be filed by domestic competition and not by the tariff. The tariff if effective, will keep the domestic market from any further demoralization.

"This being, so what if any scien-

tific way is there of determining the rate? Only one and that is experience. If too large a proportion of foreign goods come in under an existing rate, it is obvious the rate must be raised if the importations are to be checked.

"If little or no importations come in under the existing rate, it is evidence that for the moment at least the rate is sufficient, it may even be unnecessarily high, but as I said before, it will not affect the price to the consumer if the industry is fully competitive.

Suggests Test

"Let us test the experience of the industry during recent years with the present rates, by this simple scientific method.

"Let us look at yarns.

"Now yarns are classified according to their fineness by the number of hanks to the pound. The coarse yarns have the lower numbers and the fine yarns the higher numbers.

"The most recent detailed statistics relating to yarns made for sale in this country are for the year 1919, while those relating to importations are as recent as the year 1926.

"However, as the aggregate produced in 1925 and 1923 varied very little from that produced in 1919 we may assume, until better advised

that the detail of 1919 may also be applied as approximating the unknown detail of 1925.

"Now the imports of yarns in 1925 in ranges from 121s and above were 600 per cent of domestic production; in ranges from 101 to 120s were 110 per cent of domestic production; in ranges from 81 to 100s were 50 per cent of domestic production; in ranges from 61 to 80s were 9 per cent of domestic production; in ranges from 41 to 60s were 1 per cent of domestic production, and below 40 per cent nominal.

"The bulk of these importations were in each case in advanced yarns, from which may be fairly drawn the inference that from No. 60s and above the present differential between gray and advanced yarns is insufficient and should be increased. At least this is obvious.

"Applying a similar reasoning to the countable cotton cloths, we find in 1927 the poundage imported in average counts above 60s amounted to about 20 per cent of the probable domestic production and the imports were well distributed over the gray, bleached and more advanced stages. Below 60s the aggregate imports were nominal. Here again it seems obvious that the protection afforded the cloths averaging a count 60s and above is insufficient and these im-

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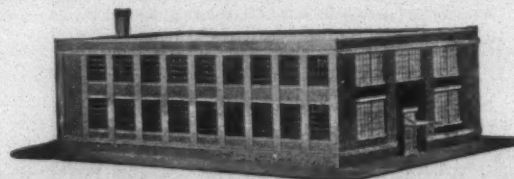
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portations particularly affect the New England mills.

"On the other hand the importations of broadcloths and poplins, though much less than formerly, still excessive. The same is true of lawns, organdies, nainsooks, cambrics and similar fine goods of average yarn numbers 40s and above. In three years they have doubled.

"These are now protected under countable cotton cloths, it might be desirable to put them or some of them in an economic class. That is, of course, a matter of detail, the important point is that under present rates too much is coming in.

"The same is true of jacquard woven cloths, the importations have increased 400 per cent in two years.

"The same is true of weft pile fabrics, the importations have been steadily increasing in volume and last year were estimated to be 100 per cent of domestic production.

Shortcoming of Tariff

"This I think is a sufficient outline of what seems to some of us the shortcomings of the present tariff, so far as the Eastern mills are concerned. There are undoubtedly others.

"This brings us to the third topic. "What can the U. S. Department of Commerce do to further broaden the market for textile products?

"Not having any experience with the export market myself, and lack-

ing time to canvass the opinion of those in our industry who have, I do not feel qualified to include this topic in my remarks. There are, however, certain things which the Department of Commerce might do which would be of assistance to the textile industry at home.

"I have never found any disposition on the part of the department not to do everything that they could, but their efforts in some instances have been limited, owing to lack of appropriations. It is for these additional appropriations that I now wish to plead.

"Sufficient funds should be put at the disposition of the Census Bureau to make its biennial survey of the textile industry as thorough and elaborate as its decennial survey.

"It would even better if the biennial survey could be made annually, as the figures compiled by the Census Bureau are the only complete figures relating to the industry that are published.

"There are certain statistics relating to textile which the Department of Commerce publishes each month. Some of these statistics are obtained from various associations and are by no means complete. If they are worth publishing at all, about which there may be some question, they are not worth publishing unless they are complete. I would suggest that the Census Bureau be given the authority (which it now has to

collect monthly statistics relating to the consumption of cotton), to collect statistics as well in regard to the production of cotton goods.

"This, of course, will require an organization and appropriation to maintain it. However, the information obtained in this way would be well worth while."

Coal Products Help Boll Weevil

Pittsburgh, Pa. — How coal can make two stalks of winter wheat sprout in place of one in the northwest, keep the grass green in the Mississippi Valley and help the cotton beat the boll weevil in the South was explained to the second International Conference on bituminous coal at Carnegie Institute of Technology here.

C. H. McDowell, president of the Armour Fertilizer Company, Chicago, explained fertilizers of ammonia and nitrogen, which are derived from coal. He said their growth would be slow, but that it would be important to both farmers and coal.

The beginning, Mr. McDowell said, was years ago, when in order to remove the odor from illuminating gas, coal men extracted the ammonia but now, he said, quantities of both ammonia and nitrogen are available as by-products of liquefaction of coal.

The liquefaction process, the speaker asserted, has made concentrated fertilizers, which, if used at the proper period in early spring on winter wheat, would bring an extra stalk; would enable grass to remain green longer during drought, and have already helped speed cotton growth by three weeks, giving the plant an advantage over the boll.

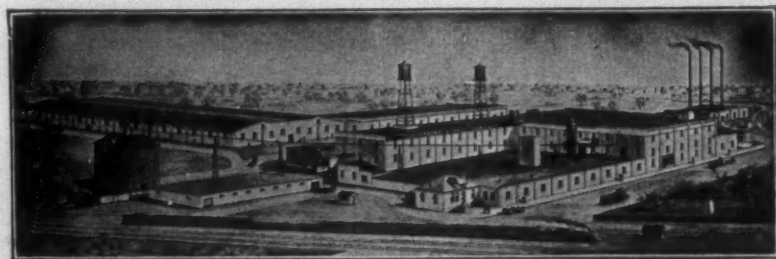
Mr. McDowell said increased butter production had been traced directly to feeding cows on grass enriched by fertilizers synthesized from coal.

He enumerated the products made today from coal, saying: "Gas, tar, creosote, moth balls, colors, preservatives, medicinals, chemicals, tuluol, benzol, synthetic resins, explosives, plant foods, motor spirits, methanol and many more products—even the 'pop' in pop—come from coal."

Prediction that low grade coal, which is plentiful in the Northwest, some day will compete with bituminous coal and may result in building up new branches of industry in various parts of the world, was made by Dr. E. P. Kershbaum, German technician.

America stores of light coal are practically untouched, and he gave as the reason the fact that bituminous coal in this country is cheaper than in any other part of the world.

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Progress of American Dyestuff Industry

(Continued from Page 8)

in quite a few cases superior to the corresponding imported product. The same time entirely new dyestuffs have been developed in our own American laboratories and the processes protected by patents. In their selection of the above mentioned 500 to 600 dyestuffs, they have covered the requirements of our own textile and other manufacturers to such an extent that approximately 95 per cent of the dyestuffs now used in America are made in America.

In passing I would like to mention that we do not believe that America ever wants this important industry to die away in this country and again become dependent upon a foreign source of supply. As you are no doubt aware, the use of dyestuff is not limited to cotton, wool and silk. The leather, carpet, rug, linen, fur, feather, paint, ink, paper, and perfume plants cannot produce finished products without them.

Importance of Dyestuff Industries

In this country there are about 70,000 separate establishments dependent directly or indirectly upon the uninterrupted supply of dyestuff. These factories represent an investment of approximately four billion dollars, employ over two million people and produce yearly upwards of six billion dollars worth

of goods or 25 per cent of the country's total output of manufactured articles. Therefore, you can easily say that, although the comparative return in actual money is small, the manufacture of dyestuff forms the key industry for the production of a large part of the wealth of our country.

There is also another thing to be considered, that is the close relationship of the dyestuff industry to the manufacture of explosives and other war time chemicals. In fact, with the increasing importance of chemistry in warfare, it could easily be said that the dyestuff industry forms the backbone of our nation's defense. As the most familiar example take Dinitrophenol. Millions of pounds of this chemical are made and used in the dye plants of America. By using this product with sodium sulphide and sulphur you make the dyestuff commonly known as sulphur black. By treating this same dinitrophenol with a mixture of nitric and sulphuric acids you obtain the high explosive picric acid. Taluol which is made extensively and is used as a base for intermediates for sulphur and other colors, is also the base product in manufacturing T.N.T. Phosgene and chlorene, the most widely used poison gases during the World War, are used daily in the dye plants in manufacturing color. As you can easily see, if it ever becomes necessary, the dye plants can be turned over night into explosive or war time chemical factories, with a personnel right on hand thoroughly

familiar with the handling of the necessary products.

Fast Dyes

However, when the subject of American made dyestuffs is mentioned, there is always one question that is certain to be asked. That is, "Can American chemists really make fast colors?" Now I am not going to say "yes" or "no" but will give you the real facts in that connection.

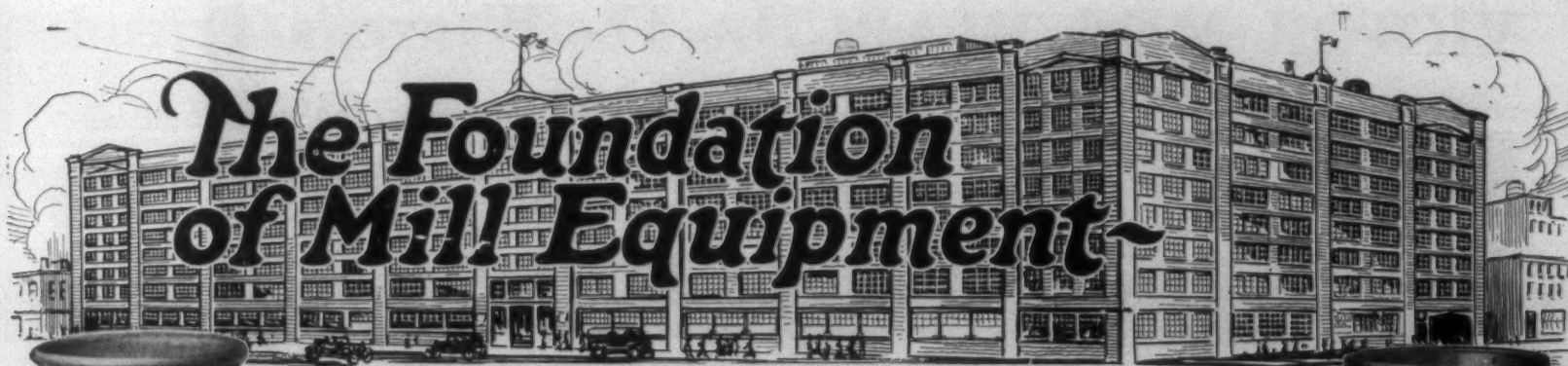
There are a large number of American textile concerns today who openly place the following guarantee behind their colored goods that bear the "guaranteed fast" label. This label is supported by the following: "These goods are dyed with fast colors and if the color fades for any reason whatsoever we will not only refund the price paid for the goods but will also repay you for the cost of having the garment made." And gentlemen that is an honest guarantee with reputable first class concerns standing firmly and squarely behind it. A concern has to have real confidence in the colors used to make that guarantee. There was no fastness guarantee as binding as his even before the war. And remember that approximately 95 per cent of the dyestuffs used in America are made in America. However, to stress the point more strongly, there are many colors being made in American dye plants today that will stand out brilliantly and practically unchanged when a garment is discarded. This being regardless of the length of

time it has been worn and the hard use to which it has been subjected. Foreign competition first laughed at the idea of American chemists making fast colors. But gentlemen there is the answer.

But, over the past few years there has developed a trend that has practically destroyed all credit that the American chemist justly deserves for this his greatest achievement. And this is the point which should be placed before every American Rotarian who believes firmly in our code of ethics as well as fair play.

The fastness guarantee of colors as described above was originally made by the textile manufacturers who used only the fastest and best dyes that could be made. They still use them and a large number have followed and are rapidly joining in their footsteps, honest in their convictions and honest in their guarantee.

However, there is always someone to profit by the progress of others. In this case a number of people decide to use the cheaper and by no means fast colors and place the same guarantee on their goods. They figured that due to the indifference of the large majority of American people, they would have very few returns even if the colors did fade. It would be too much trouble to take the goods back to the store. So they calculated correctly, that the saving in using the cheap over the fast dyestuff would not only pay for the few returns but would also allow them to undersell their



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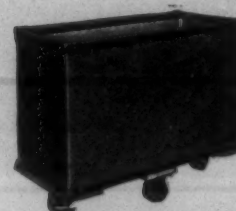
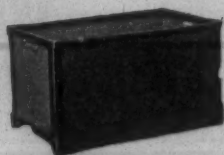
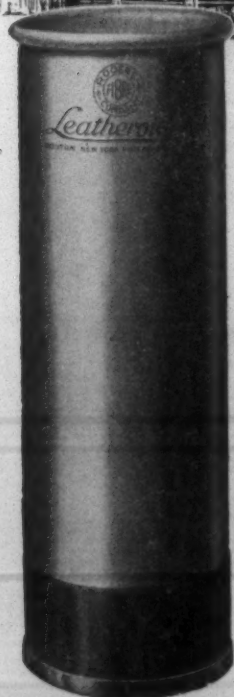
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competitors and still be ahead of the game.

The result is easy to see. A lady (and 90 per cent of the purchases of textiles are made by ladies) goes to the store. She sees two pieces of goods side by side, the same shade, the same texture of quality and the same fastness guarantee for color. The only difference is in price. The name of the converter or manufacturer means nothing to her. So following the inborn instinct of a shrewd purchaser she buys the cheapest and who can blame her. The garment is made up and the first or at the most the second wash and exposure to sunlight tells the sad story of fading. If she does not want to go to the trouble of returning the goods, she simply shrugs her shoulders and says "American dyes." Or if she does return it to the store (and this one would prove the exception) the claim agent will shrug his shoulders, while making good on the guarantee, and say "These American dyes." The unethical business men who knew the colors were not fast, when questioned by the store, would reply, "What in the hell do you expect of American dyes." And on and on forever.

This means that the splendid accomplishments of the American chemists are wasted on the American public. It also means that the progressive manufacturer of the goods using the fastest colors available loses sales and the word "guarantee" begins to mean nothing. Why even in one of our own Charlotte stores I noticed some skirts made by a first class manufacturer and whom I knew from first hand information was using the best dyestuffs money could buy to produce his shades. Out of curiosity I asked the salesman if the colors were fast and he replied: "There are no fast colors, they all fade quickly."

Fake Guarantee

And do not be fooled by the term "Commercially fast colors." When the high pressure salesman is selling goods of this classification and is questioned by the buyer regarding the color's fastness he will reply, "Why, Mr. Smith, these are commercially fast colors." But when, months later, the buyer, Mr. Smith, seeks an adjustment, the claim agent will say, "Why, Mr. Smith, didn't our salesman tell you that they were only commercially fast colors?" In other words the term means exactly nothing.

It has gotten to the point where large mail order and department houses have been forced to install laboratories in order to test the fastness of the colors so that their customers will be protected and that they in turn will not lose their standing.

Gentlemen, everyone here should be sufficiently interested in this matter of business ethics to give your support and see that the American chemists and progressive textile manufacturers get the support and credit they deserve.

There is only one way it can be corrected and those who do correct it will receive a large share of the

benefit. When your wife buys a piece of goods or a dress with a fast color guarantee, she is not purchasing it because she hopes to have her money refunded at some later date. After she has gone to the trouble of having the goods made up she wants to use them and after repeated wearing wants it to be the original shade or she would not have purchased that particular shade in the first place.

Colors Really Fast

Now, whenever the subject of colors comes up in your home, you tell your wife or daughters or cousins or aunts or sweethearts, the more the merrier, that there most assuredly are fast colors. That there are colors made in America that will last the life of any garment. That if they want fast colors to buy goods with a fast color guarantee and then if they fade to take them back to the store where they were purchased and get back all the money they have spent in connection with it. Tell them to tell their friends and neighbors to do the same thing. It will not take many returns for the stores to realize that something is wrong. As it is to the stores' advantage to keep the customers entirely satisfied, they will buy their goods more cautiously and will be rewarded in the future by a satisfied clientele, who have full confidence in the store's merchandise. This means that the stores' business will be turned over to the converter and manufacturer who deserve it. This in turn will also cause those who were responsible for this trouble to play square with the American public.

And last but not least, the cloud that has been hanging over the efforts of the American dyestuffs chemists will be lifted and he will at last receive that credit from the American people that he most certainly deserves for his brilliant work over the past twelve years.

\$60,000,000 Rayon Firm

Baltimore, Md. — The Associated Rayon Corporation was incorporated under the laws of Maryland with a capital stock of \$60,000,000, divided into 2,400,000 shares of which 400,000 shares are convertible preferred stock with a par value of \$100, and 2,000,000 common no par value, of which 200,000 shares of preferred stock and 1,200,000 common shares are to be presently outstanding.

Huntington Cairns, H. H. Walker Lewis and John W. Averitt, 2d., all of 101 East Fayette street, Baltimore, are the incorporators. The directors elected for the first year are Fritz Bluthgen, Ludrof Rosenheim, Alfred Schoenlicht and Beveridge C. Dunlop, while the resident agents are D. List Warner and George Newcomer and the principal office of the corporation will be located at 101 East Fayette street.

Under the charter the corporation is authorized "to manufacture and sell import and export goods, merchandise and materials of all kinds, whether now known or hereafter discovered or invented."



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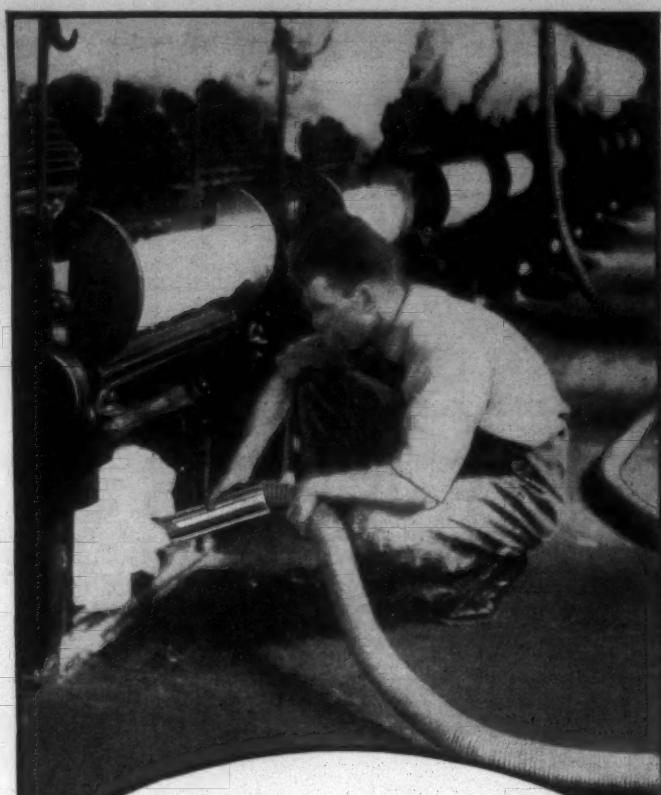
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Farish Co.	20	Steven, J. P. & Co., Inc.	28
Ferguson Gear Co.	—	Stone, Chas. H.	—
Ford, J. B. Co.	31	Sullivan Hardware Co.	27
Foster Machine Co.	—	—T—	
Franklin Process Co.	—	Tagliabue, C. J. Mfg. Co.	—
—G—			
Garland Mfg. Co.	21	Takamine Laboratories, Inc.	—
General Dyestuff Corp.	—	Taylor Instrument Cos.	—
General Electric Co.	—	Terrell Machine Co.	9
Georgia Webbing & Tape Co.	—	Textile Finishing Machinery Co.	—
Graton & Knight Co.	—	Textile Mill Supply Co.	35
Great Northern Hotel	21	The Texas Co.	—
Greenville Belting Co.	—	Thies, B., Inc.	—
—H—			
Haberland Mfg. Co.	—	Timken Roller Bearing Co.	2
Harris, A. W. Oil Co.	—	Tolhurst Machine Works	—
Hart Products Corp.	—	Tripod Paint Co.	—
H. & B. American Machine Co.	10	Tubize Artificial Silk Co.	—
Howard Bros. Mfg. Co.	—	—U—	
Hunt, Rodney Machine Co.	—	U. S. Bobbin & Shuttle Co.	7
Hyatt Roller Bearing Co.	—	U. S. Ring Traveler Co.	30
Hotel Imperial	—	—V—	
—I—			
Isell-Jefferson Co.	20	Veeder-Root, Inc.	—
—J—			
Jacobs, E. H. Mfg. Co.	—	Victor Ring Traveler Co.	30
Johnson, Chas. B.	—	Fred'k Vietor & Achelis	20
—K—			
Kaumagraph Co.	—	Viscose Company	—
Keever Starch Co.	23	Vogel, Joseph A. Co.	36
Klipstein, A. & Co.	—	—W—	
—L—			
Lambeth Rope Corp.	—	Washburn, Inc.	16
—M—			
—N—			
—O—			
—P—			
—R—			
—S—			
—T—			
—U—			
—V—			
—W—			
—X—			
—Y—			
—Z—			
J. Zagora Machine & Parts Co.			

Mill Shares Hold Firm

Gastonia, N. C. — No material advances or declines were noted in the average of 25 most active Southern cotton mill stocks for the current week, the average of 102.64 being the same as last week, according to

the weekly summary as furnished by R. S. Dickson & Co. The market on common shares remained quiet during the past week, with only a fair volume of sales. The preferred shares remained practically unchanged in price, with offerings of the better class scarce.

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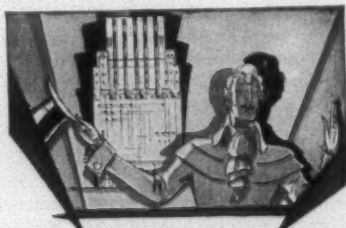
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**Colored and Fancy
Cotton Yarns**

Can Proper Merchandising Increase the Use of Textiles?

(Continued from Page 10)

so favorably by producers, manufacturers and consumers alike, that it would be found practical and profitable to add gradually to the amount per pound expended.

In discussing this subject with people informed on both textiles and co-operative advertising, I find their most conservative estimate on the increase that this would bring to cotton manufactured products, to be 5 per cent per year, in addition to the natural growth brought about by increased population and purchasing power. With 5 per cent increase in consumption, it would only be a matter of one or two years before all of us would be selling at a basis of a fair return for the product of our labors, and only a short time thereafter until new mills would and should be built.

This would be of benefit to everyone concerned with the cotton industry — to the farmers who grow the cotton; to the mills who spin it; to the manufacturers who buy cotton goods from the mills; to the merchants who sell cotton goods over the counter and to the ultimate consumer, who uses the manufactured product, and the whole industry could look forward with confidence to the growing of their business.

The pleasure and romance of a business which is constantly increasing is great, while the difficulties and unhappiness accompanied by producing in a business which is not growing in comparison to others, is discouraging; in fact the proper mental attitude of any industry is dependent on whether that industry is increasing.

In every industry of any kind that has ever come to my attention, that industry has not received appreciable profits, except during a period of its expansion.

If each of you will recall as many instances as you can of happiness in an industry, I believe you will find for those years that happiness prevailed, a marked increase in the consumption of their products.

Take even the recent profits of banking institutions, and in looking into this, you will find that they have largely expanded the use of banks by including trust departments and investment departments. Take on the other hand, the coal industry, which it happens has not increased its consumption for the last several years, and you will find that even though the product is free, except for the cost of mining, instead of being profitable, their resources are far below those of several years ago. So no matter what natural advantages, in all cases that have come to my attention, except during the period of increase in consumption of its products, meager or no profits are made, while no matter what its natural disadvantages during a period of a large proportionate increase in consumption, satisfactory profits have prevailed.

I would like to stress, in conclusion, that the manufacturers become

market minded as well as production minded, and think of their industry and their product in terms of its ultimate consumption, preparing themselves for co-operation in merchandising leads the way and shows the way for individuals, and in that way creates marked additional outlets and additional consumption by the efforts of their individual sales through the combined efforts.

I believe that in this connection, each manufacturer should put his mind toward improving his quality every day, in order that when advertising is general, it can be given free rein in that the quality of its merchandise will be unquestioned.

The products of cotton are so superior for so many purposes, and their practicability when tried are so positively demonstrated that a fair knowledge of these qualities by the ultimate consumer in covering his known and growing requirements, is all that is necessary to make the growth of our industry an outstanding feature of America's future progress.

Yarn Exports Higher

A marked expansion in United States trade in yarns occurred in 1927, according to the Department of Commerce. United States exports of cotton yarn reached an unprecedented peak of 28,540,555 pounds, figures compiled by the department's textile division show.

The nearest approach to this figure was in 1920 when American exports of cotton yarn were 24,099,399 pounds, although the value of these shipments, \$20,014,949, was much greater than that of the 1927 exports, \$14,323,824.

Imports of all classes of yarns during 1927 also showed great increase; they amounted to 27,962,716 pounds, valued at \$21,756,260 as against 20,830,117 pounds, worth \$174,705,335 in the preceding year, again of 34 per cent in quantity and of 23 per cent in value.

South American Buyer

Of 1927 cotton yarn exports from the United States, carded yarn, not combed, accounted for 61 per cent of the quantity and 40 per cent of the values. Combed yarn mercerized represented 30 per cent of the quantity and 52 per cent of the value and combed yarn not mercerized comprised the balance.

South America is the principal foreign yarn outlet for United States cotton yarn. Of the cotton yarn exported in 1927 Argentina took approximately 55 per cent, or 15,775,554 pounds of which carded yarn, not combed, comprised 11,835,699 pounds. Shipments of cotton yarn to Canada, the United States' next best customer, amounted to 2,905,618 pounds in 1927, that country being followed by Uruguay, Brazil and Chile.

The greater portion of United States' cotton yarn imports is supplied by Great Britain, which shipped 3,014,120 pounds to the United States in 1927, a decrease of about 9 per cent compared with the 1926 imports (3,304,875 pounds) from this source.

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Cotton Goods

New York. — The cotton goods markets were comparatively quiet in most quarters during the week, as compared with the large buying in recent weeks. However, the total amount of business reached an encouraging figure. Interest in print cloths was considerably greater during the latter part of the week. The continued strength of the cotton market lent firmness to goods prices, with indications that cloth quotations are to move higher. It is apparent now that there is much bullish sentiment in the market and it is believed buying will be stimulated by this view.

The 80-squares seemed to be the most active of the print cloths. During the week several million yards of this style were sold. There were goods sales reported put through for January-February-March delivery at the close.

Some centers turned down good sized orders for 80 squares at seven-eighths, forward delivery. There continued to be reports of seven-eighths for this year at the close; some pots sold in the East at even money.

The business in 64x60s has been fair in volume, more business being offered for forward delivery than was actually put through. This observation applies entirely to deliveries beyond January 1, which were sought at 7% cents, while the majority of centers held for three-quarters. There had been some sold during the early part of the day at five-eighths; at the close there continued to be reports of some quick goods at that price, but most centers were asking three-quarters for any delivery.

The best sheeting sales were on 40-inch 2.85-yard into January at 11¼c. Some moderate commitments of this year's 31-inch 5-yard sold at 6¼c. At 9¼c 37-inch 3.50-yard sold in a small way, with some mills asking 9¼c. Next to 2.85-yard 37-inch 4-yard were the best sellers, moving both at 8¼c and 8½c.

In carded broadcloths 80x60s without feeler motion sold for the first quarter at 9c. On 90x60s feeler motion 10¼c was the best price spot or contract, only one mill being reported at 10½c and this of little advantage to most buyers due to freights. The 100x60s sold at 10¼c for next year, with 11c asked and a

possibility of 10¼c for quick goods still existent.

Fine and fancy cloth sales were generally small, but totaled into a fair yardage for the present market. Scattered sales were made of a variety of fabrics, both in combed cotton goods and in the rayons. Printers seemed to be taking a good part of the business, covering further on broadcloths, warp sateens, and the lower count carded piques, and placing some repeat orders, particularly in all rayon goods, notably in poplin weaves, and for rayon georgettes and some other goods. Buyers also showed interest in small to moderate amounts of silk and cotton mixtures. Curtain materials were moved. Prices held unchanged.

Stocks of cotton duck are a third less in first hands than they were a year ago, and there has been a decidedly better distribution in the past few months from jobbers' stocks. Production is being curtailed to a basis of 40 hours' weekly operation and, with rising cotton, values have become firmer. It is believed that larger business will soon be placed by some of the large distributors, as the opinion persists that cotton is not likely to fall off much and may go higher, as some of the strong speculative houses are predicting. Building and road construction continues to give promise of large cotton duck consumption, and where certain of the lighter weights are used in the automotive industry all things point favorably for the mills. The advances named this week are being very generally followed and the earnings of duck mills have been so meager that there is general expectation that new prices will hold very steady for some time.

Cotton goods prices were as follows:

Print cloths, 28-in., 64x60s.	6¼
Print cloths, 27-in., 64x60s.	6
Gray g'ds, 38½-in., 64x60s.	7¼
Gray goods, 39-in., 68x72s.	9
Gray goods, 39-in., 80x80s.	11
Dress gingham, 12½-15	
Brown sheetings, 3-yd.	11½
Brown sh'tgs, 4-yd. 56x60s	9½
Brown sheetings, stand.	12¼
Tickings, 8-oz.	21-22½
Denims	17
Staple gingham, 27-in.	10¼
Standard prints	9½

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The Yarn Market

Philadelphia, Pa. — Business in yarns was better during the week. Inquiry for most description was broader and the volume of sales larger. While most orders were for small and moderate lots wanted for prompt shipment, there were some larger contracts for future delivery. A large number of buyers showed interest in January and February business and this interest is expected to result in larger sales soon. Total sales for the week were moderately large. The price situation was very firm and higher quotations were noted in some instances. The strong cotton market was an important factor in the yarn situation.

With the yarn spinners in the strongest position they have occupied in two years, the outlook for future business is considered much better. Stocks of yarn have showed a marked decrease in recent weeks and unfilled orders are larger. It is apparent now that the average spinner has very small stocks and has enough orders on hand to last several weeks.

Yarn orders during the past two weeks have specified deliveries which will carry shipments well into the new year. Several sales for February-March delivery have been recorded involving at least one instance an order involving shipments up to June has been booked. The credit situation is regarded as good, this being reflected in the tone of collections.

Business this week has been made up chiefly of orders in the nature of 5,000 to 25,000 pounds, with occasional sales of lots in the neighborhood of 50,000 pounds. Knitters have been showing more interest in combed yarns and some fair buying has resulted. There has been a steady call for thread yarns and despite rather keen competition the market is decidedly firm. There appears to be a belief among yarn producers that raw material values are heading upward and a 22 or 23 cent market between now and March, it is stated, would not be surprising.

Southern Two-Ply Chain Warps.	
8s	32
10s	33
12s	34
16s	35 1/2
20s	37
24s	38
30s	40
36s	44 1/2
40s	48
40s ex.	51
50s	53 1/2
Southern Two-Ply Skeins.	
8s	32 1/2
10s	32 1/2
12s	33 1/2
14s	34
16s	35
20s	36 1/2
24s	37 1/2

26s	39
30s	40
36s	44
40s	47 1/2
40s ex.	52
50s	55
60s	59
Tinged Carpet, 3 and 4-ply	31
White Carpet, 3 and 4-ply	32
Duck Yarns, 3, 4 and 5-Ply	
8s	32
10s	32 1/2
12s	33 1/2
16s	35
20s	36
24s	38
30s	39
Southern Single Chain Warp	
10s	32 1/2
12s	33
16s	35
20s	36
24s	38
30s	39
Southern Single Skeins	
6s	31
8s	31 1/2
12s	32 1/2
14s	33
16s	34
20s	35
22s	35 1/2
24s	36 1/2
26s	37 1/2
28s	37 1/2
Southern Frame Cones	
8s	31 1/2
10s	32
12s	32 1/2
14s	33
16s	33 1/2
18s	34
20s	34
22s	34 1/2
24s	35 1/2
26s	36
28s	36 1/2
30s	39
40s	46 1/2
50s	37 1/2

October Spindle Hours Greater

Washington. — Activity in the cotton spinning industry during October was somewhat greater than during the preceding month, but still slightly less than in the corresponding period last year, according to the monthly cotton spinning report made public by the Department of Commerce.

According to preliminary figures 35,413,000 cotton spinning spindles were in place in the United States on October 31, 1928, of which 30,315,086 were operated at some time during the month, compared with 28,227,090 for September, and 32,535,200 for October, 1927.

The aggregate number of active spindle hours reported for the month was 8,694,172,114. During October the normal time of operation was 26 1/2 days, allowance being made for the observance of Columbus day in some localities. Based on an activity of 8.83 hours per day the average number of spindles operated during October was 36,808,129 or at 103.9 per cent capacity on a single shift basis. This percentage compares with 90.6 for September, and 105.0 for October, 1927. The average number of active spindle hours per spindle in place for the month was 246.

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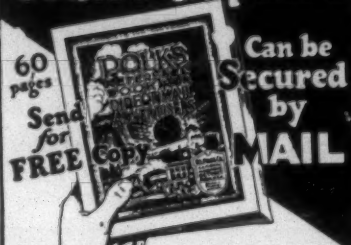
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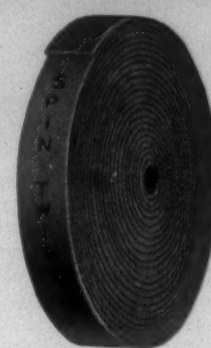
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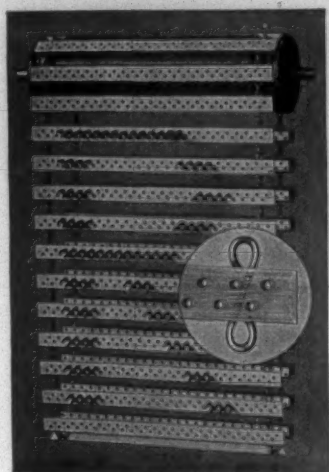
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WANT position as fixer on fly-frames, card grinder or second hand in carding 15 years experience and good references. Other help in family. No. 5531.

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WANT position as master mechanic. Married, age 35, 14 years experience in mechanical and electrical work. Several years master mechanic. No. 5537.

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WANT position as superintendent. Several years experience on white goods, many years with the same company. Good references. No. 5539.

WANT position as master mechanic, in large mill. 12 years experience. Familiar with steam and electric drive. Best references as to character and ability. No. 5540.

WANT position as roll coverer. 20 years experience in roll covering and as yard overseer. Want large job and can go anywhere. Age 38, and strictly sober. No. 5541.

WANT position as overseer fancy weaving. Know some designing; am a good loom man. Present employers will recommend me for a better job. No. 5542.

WANT position as overseer carding. Age 33. Have 16 years experience in carding. Will go anywhere in the South. Best references as to character and ability. No. 5543.

WANT position as master mechanic. 15 years experience. On present job several years. Best qualifications and good character. No. 5544.

WANT position as superintendent or assistant superintendent in yarn mill, or as overseer carding and spinning. A thorough cotton man. Know how and what it takes to make good yarn. Married. No. 5545.

WANT position as overseer weaving, in plain mill; many years experience, and best of references. No. 5546.

WANT position as overseer cloth room. 15 years on both wet and dry finishing, white and colored goods, such as gingham, shirting, handkerchiefs, rayon filled goods, print cloth. Age 40. Married. Best of references. No. 5547.

WANT position as overseer spinning or as second hand in spinning in a large mill. Age 33, married, sober, and good references. No. 5548.

WANT position as superintendent, or assistant superintendent, or as overseer carding and spinning. 15 years experience in yarn and cloth manufacture. I. C. S. diploma. Best references. No. 5549.

WANT position as overseer weaving in small plain mill, or as second hand in weaving in larger mill. Age 39, best references. Now taking I. C. S. course. No. 5550.

WANT position as overseer weaving, plain or fancy. Age 45. Two boys in family to work, one a weaver the other a loom-fixer. 10 years with one mill company. Best of references. No. 5551.

WANT position as overseer of carding, or spinning in large mill or both carding and spinning in smaller mill. Or position as superintendent of small yarn mill. Best of references. No. 5552.

WANT position as superintendent, or overseer spinning or weaving. Experienced on white and colored goods, yarns, hosiery and mop weaving. No. 5553.

WANT position as music instructor. 20 years experience; bands, orchestras, bugle corps. Harmonica bands, adult and juvenile. Wife also musician. Let us start a musical organization in your mill town. No. 5554.

WANT position as office man or shipping clerk. Age 21. Two years in college. Graduate Southern Business University. Know bookkeeping, also shipping. No. 5555.

WANT position as electrician or master mechanic—or both. Experienced in some of the largest plants in the South. Best of references. No. 5556.

WANT position as overseer carder or spinner. Experienced and well qualified. Best references. No. 5557.

WANT position as overseer winding or winding and twisting. Can give satisfaction. References. No. 5558.

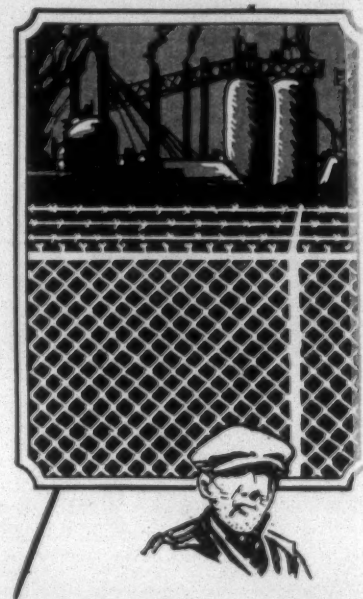
WANT position as overseer carding. Would like place in N. C., but will go anywhere. Now employed but wish to change. Best of references. No. 5559.

WANT position as superintendent, or overseer carding or spinning or both. Capable, efficient and experienced. No. 5560.

WANT position as overseer spinning, or as second hand in large mill. Can give satisfaction. (From this man's letter we judge him to be well educated.) No. 5561.

WANT day position as overseer weaving. Now employed at night. Can give best of references and satisfaction. No. 5562.

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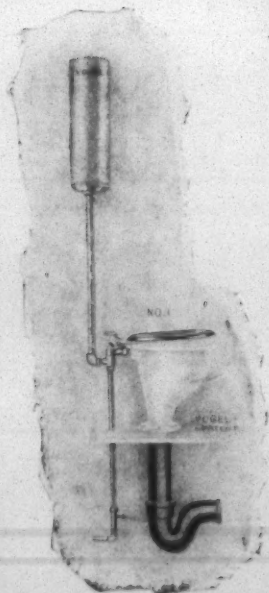
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HOME SECTION SOUTHERN TEXTILE BULLETIN

Edited by "Becky Ann" (Mrs. Ethel Thomas)

CHARLOTTE, N. C., NOVEMBER 29, 1928.

News of the Mill Villages

GASTONIA, N. C.

Ruby Mill.

Dear Aunt Becky:

Everything is going fine here. The election is over and everybody is getting down to business again.

Messrs. Lonnie Baucom and Ike Huggins, from here, and W. A. Dean, of the Armstrong Mill, visited Mr. John Ballard and family at Mount Holly last Sunday.

Mr. B. H. Ingle and little son, Arthur Lee, attended church service in Monroe last Sunday.

We welcome Mr. John Hugging, of Birmingham, Ala., to the Ruby. Mr. Huggins is a brother of Mr. Ike Huggins, night second hand of spinning.

Mrs. Minnie Terry and daughter, Agnes, visited Mr. and Mrs. C. A. Newman here last Saturday.

Mr. and Mrs. C. A. Newman visited friends in Dallas last Sunday.

Aunt Becky, the story is sure fine. All your stories are good, but "Hearts of Gold" is the best book outside of the Bible that I have ever read.

BUMBLE BEE.

CALHOUN, GA.

Echota Cotton Mills.

The writer noticed a few lines from "Shevy ACK," of Shelbyville, Tenn., in the Home Section last week, regarding a banquet which was to be given to all the overseers for a 100 per cent production for the next six weeks.

The writer feels sure the boys will win, therefore I extend my very best wishes to them. Shevy ACK says they are "right after Echota" on production. We do not have very much time to write, as we are always busy after production, but if we got a banquet every time we got a 100 per cent production, we would be getting a banquet all the time.

The figures shown below is our proof to the above.

The average production in 1926 was 101.3 and in 1927 was 102.1.

We are most sure we will not be very far behind Shevy ACK when we wind up for 1928.

ONE OF THE BOYS.

COLUMBIA, S. C.

Pacific Mills.

Mr. and Mrs. John Fowler are the proud parents of a son.

Mother Nature perseveres in our community, and among those who have been sick; our nurses, Mrs. J. H. Nichols and Miss Nettie Gary, also Mrs. Forest Phillips, are out again.

Miss Essie Anderson is ill at her home on Parker avenue.

Mrs. J. C. Clark, one of the Olympia teachers, is making her home with Mr. and Mrs. Harvey Shealey.

Master B. D. Hughes, Jr., and Miss Betty Hughes celebrated their fourth and sixth birthdays, respectively, with a party on Friday afternoon. About fifty little boys and girls were present.

LAUREL, MISS.

Laurel Mills.

Dear Aunt Becky:

Mr. John Long is our new superintendent, and a very efficient one. We are glad to welcome him and his wife to our city.

Mrs. W. B. Moody, Mrs. Arthur Moody and Mrs. G. R. Ledbetter attended the Baptist State Convention at Meridian last week. Rev. W. E. Hellen also went.

Mr. and Mrs. J. A. Burt, with their sons, James and Harold, motored to Quitman, Miss., for the week-end. Their brother and uncle, Mr. Mattie Dearman, came home with them for a visit to relatives here.

Rev. G. E. Allen was sent back to the West Laurel Methodist church for another year.

Our club girls have been very

busy this year; having put over very successfully two plays, besides their regular meetings and other features of their club work; we are very proud of our girls.

Mr. Huntsinger, who has been on the sick list, is improving.

"Dumb Dora," of Stonewall, please send your name in so Aunt Becky can print your letter. We are so close to you that we are very anxious to hear anything interesting from you.

Come on, "Mississippians," with news from your mills.

The story is just grand so far, and am sure it will continue to be.

JUST ME.

CHARLESTON, S. C.

Williamson Mills Co.

Dear Aunt Becky:

We are still running on full time with plenty of well contented help. The company is overhauling and painting our village. Everything is looking good around here now. Our manager, Mr. T. L. Lewis, motored to Charlotte, N. C., last week on business and had a fine trip.

We are planning to put in some new Draper looms in the near future which will put our mill "up-to-date."

Most all our overseers went to Greenville to the Textile Exposition: Mr. J. F. Davis, carder; W. G. Groves, spinner; J. A. Ross, weaver; W. R. Webster, finisher; and all had a fine time.

I do not know of any sickness at this writing.

Charleston is a great place to live—good parks and fine places to fish.

This is America's most historical city. We would be glad to have you come to see us some time. Your Mr. Still was down to see us recently; we are always glad to see him.

We all enjoy your new story very much.

ATLANTIC COAST.

Becky Ann's Own Page

Traveling in Georgia "By Aunt Becky"

MCINTOSH MILLS, NEWNAN, GA.

This is an "oasis in the desert of life"—a place that all traveling men (and "Becky Ann") turn to with real pleasure, sure of friendly smiles and a warm welcome. Mr. R. B. Hubbard, secretary and treasurer, and Mr. T. R. Lovern, superintendent, are among the most courteous of Georgia gentlemen, and all the department heads in the mill take them for models and pattern after them.

Since our last visit to McIntosh, the mill has been enlarged and a new village built. Everything is going nicely, and the people all look happy and healthy.

T. E. McWhirter is overseer carding, assisted by J. L. Lott; Golden Clark is overseer spinning, assisted by Cliff Bowden; G. W. Christian is "overseer downstairs," assisted by W. M. Johnson; J. W. Reynolds is dyer; J. F. Williams, engineer.

Jesse Winkle, a high-type young man, with ambition to succeed, is among our new subscribers.

ARNCO MILLS.

It would take more space than we can spare to do justice to this new blanket industry, five miles from Newnan. It is modern in every particular, and Superintendent T. A. Caston, formerly of Draper, N. C., is to be congratulated upon the executive ability that is evidenced in every step of the way from opening to finishing.

We have never seen a mill more carefully planned, nor one more perfectly arranged. The opening and dyeing is at one end, and each step of manufacturing, taken up without lost motion—just as it comes and the finished blankets, wrapped and boxed for shipment, go out at the other end of the mill to cars ready to receive them.

Everything has been built for permanency, and there is even a frigidaire water cooling system. The mill has been enlarged already, and has only been organized about three years. The village homes are very attractive, and the beautiful superintendent's home, topping the crest of a high hill, is a perfect setting for that wonderful little home-maker—the charming Mrs. Caston.

But back to the mill. It doesn't look so large till you get inside; but 180 broad looms and 10,000 spindles, 15 sets of woolen cards and all the other necessary equipment for the manufacture of fine blankets takes up a lot of space, and this mill is not "crowded." The finishing plant with the big tables and stacks of gorgeous colored blankets, with

pretty girls binding and folding, looks like a regular "rainbow" division.

Every courtesy was shown us by Mr. and Mrs. Caston in their lovely home, and inside the mill we met so many old friends and made a lot of new ones, with Mr. J. B. Schilling, assistant superintendent, as guide.

H. C. Smith is overseer carding and spinning; J. P. Johnson, second hand in carding, and O. C. O'Neal, second hand in spinning.

H. J. Hinkley, overseer weaving; C. H. Kent, second hand; E. R. Owensby, master mechanic; B. H. Richard, dyer; Charlie Harris, finisher, and P. V. Gray, second hand; A. E. Eans, napper.

COLUMBUS, GA.

This is one of the prettiest towns in the South—such broad streets and fine trees—and the very best of people. Pessimists who are contending that "old time Southern chivalry is dead" should spend a week in this lovely city, and rub shoulders with these wonderful people.

COLUMBUS MFG. CO.

"Well, Mrs. Thomas, we are mighty glad you have come to see us. What can we do for you? Mr. Murphy, see that every courtesy is extended to Mrs. Thomas; let her see everybody she wishes to see, and have anything she wants," was about what Mr. F. B. Gordon, president of Columbia Mfg. Co., said when I called on him.

Such a wonderful visit I did have! Got a fine list of subscribers, and then President Gordon added 13 more to the list, complimented us on our work and gave us hearty good wishes for continued success.

We can never express our appreciation to the management, superintendents and overseers, for their splendid welcome and loyal co-operation. Mr. F. B. Gordon, president, has no superior as a mill man and as a gentleman; Mr. Geo. W. Murphy, superintendent, has been our friend for years, and Mr. Walter B. Dillard, Jr., his assistant, and Mr. J. S. Baker, efficiency man, look mighty good care of us. C. L. Estes is night superintendent.

There are 63,840 spindles and 2,780 looms, all on sheetings and convertibles. People are working in this mill who have worked nowhere else in all their long lives; they had sense enough to "stick to a good thing."

This mill has one of the nicest supply rooms we ever saw, with a "perpetual inventory" system that is perfect in every detail. In fact, the entire mill is systematically arranged and run, and is a credit to the Southern textile industry.

J. E. Babson is carder; J. J. Crowder, spinner; H. B. Robinson, weav-

er; J. B. McGinnis, slasher; J. P. Rivals, overseer cloth room; A. W. Starling is night carder, and C. E. Sheppard, night spinner; R. R. Belts, master mechanic; J. Hurston, yard and shipping; J. L. Hancock, overseer scrubbing.

BIBB CITY.

We have been reading Bibb City Recorder a long time, and have had a sneaking notion that the reports from Bibb City were "stretched by a visionary imagination." So we quietly proceeded to "see for ourselves." Our hat is off. We don't believe there is another mill village anywhere that measures up to this in beauty and absolute cleanliness.

Everywhere money has been literally poured out to make this place absolutely perfect in every particular, and it does seem to us that the goal has been reached.

However, we have "somewhat against" Bibb City. While Mr. F. H. Naylor, agent and superintendent, received us with all due courtesy, and let us see all his overseers in the office, he did not let us inside of the mill. Guess we are spoiled! So many big mill presidents invite us to their plants and take a pride in showing us over them, and co-operate with us in our endeavor to strengthen the bond of sympathetic understanding between capital and labor. Leading mill men everywhere have recognized the value of our earnest labors personally, and by pen, and give us every encouragement and co-operation in our work. So, it was something new to us to be "shut out" of a Southern cotton mill.

W. J. Murphy is assistant superintendent; C. D. Jordan, overseer picking; Allen Dennis, carder; C. E. Dorn, spinner; R. E. Henderson, spooler and warper; R. J. Plunkett, twister; S. P. Jenkins, weaver; J. L. Jackson, overseer cloth room.

SWIFT SPINNING.

Mr. T. E. Raht, superintendent, is all that we had heard of him,—kind, friendly and helpful, and not a bit "selfish nor stuckup." G. E. Glenn, Jr., is his assistant.

F. W. Morell, overseer of carding, had a familiar look, and we found that we had been entertained in his home in Macon, in Mill News days; T. J. Jones is overseer of spinning; Albert Smith, overseer of twisting; S. J. Gibson, winding and warping; James J. Goodwin, master mechanic.

Mr. J. H. Robinson called himself "the trouble maker." But before we left, we learned that he was in charge of the supply room, and that though 62 years old, he had lost only three days from his work in four years, preaches twice every Sunday, attends Sunday school regularly, and

is always present at "The Ladies Aid." So we are wondering where the "trouble maker" comes in.

BRADLEY MFG. CO.

Mr. Geo. I. Purvis is superintendent, having worked up under Mr. Frank E. Heymer, who was here formerly, and was transferred to the big Eagle and Phenix Mills. J. J. Buckner is carder; Judson Gaston, overseer spinning, with C. F. Yarbrough second hand—and very much interested in advancement; Wm. McKenzie, winder; H. R. Mackey, shipping; A. T. Donahoe, master mechanic. (He is the man who wrote the poem about the "Hell-bound Master Mechanic" several months ago. It was published in the Bulletin and he got lots of sympathy from his fellow sufferers.) Edwin Smenner is dyer and W. Z. Smith, general utility man.

MUSCOGEE MFG. CO.

The Cannon Mills of Kannapolis (the largest towel mills in the world) have a worthy rival in Muscogee, where pretty and high quality towels are manufactured in great quantity and lovely styles.

Mr. J. M. Payne, general superintendent, has been here "longer than he looks," and all the overseers with one exception, we believe, have been here from nine to 20 years. We don't wonder that they stick to him.

The finishing department, designed by Mr. Payne, is one of the nicest and most complete imaginable. Mr. M. W. Holley, overseer, was glad to show us through and no wonder. My! at the pretty girls he employs. Bright eyes, rosy cheeks, graceful as queens; they attend their duties in the mill and can hold their heads up on the outside—not afraid to look the world squarely in the face. Fine girls they are.

There are around 75 sewing and other machines doing fancy finishing stitches, and there are about 240 employees in Mr. Holley's department.

Mr. W. R. Holt, the assistant superintendent, looked so thin (?) and feeble (?) that we left a copy of "Laugh and Grow Fat" with him. (Like patent medicine, this remedy works both ways—the fat become lean, and the lean fat, after reading!)

G. G. Pippins is overseer carding; D. C. Prim, overseer spinning; T. R. Bailey, carder and spinner at night; C. A. Hayes, overseer weaving (please send us your renewal subscription, Mr. Hayes, as we failed to see you). R. H. Seymour, overseer dressing, is an old subscriber and a loyal one. He believes in helping his second hands to improve themselves, too, and they all take the Bulletin; J. W. Anthony is master mechanic; T. E. Simpson, in shipping; C. H. King, yard man; J. C. Cook, electrician.

There are 50,000 spindles and 1,350

looms. The product is ticking, towels and face cloths.

EAGLE AND PHENIX MILLS.

This is probably one of the oldest mills in the State, and Nos. 1, 2 and 3 stretch along the bank of Chattahoochee for a long distance, and just across the river, in Girard, Ala., there is another—all superintended by our good friend, Mr. Frank E. Heymer, a man fully competent for this big job. Mill No. 3 is five stories high and so large we never did get an over it. We really missed one of the most interesting departments, and we ask Mr. J. M. Bowden, overseer of dressing, to forgive us. We did not intend to miss him—but the place was just too big.

Just think of around 66,300 spindles and over 1,700 looms! and making everything imaginable for a particular market. Around a quarter of a million pounds per week production—if we remember correctly.

Our visit to this tremendous manufacturing plant was in every way a pleasant one. Each group of overseers in Columbus seems to be trying to beat the other in kindness, courtesy and consideration, and Mr. Clark need not wonder that I hate to leave this lovely city. I can tell him more than I shall have space to write.

V. E. McDowell is overseer carding; J. W. Wood and J. H. Smith, overseers of spinning (Mr. Smith was a fine escort and assistant in our work, and we thank him; Arthur G. Stevens, or "Yankee" Stevens, is overseer of weaving—a Northerner so in love with the South that he doesn't even care to go back "home" on a visit, and his wife is the same way. Mr. Stevens said that during the past hard months of curtailment, the employees had been faithful and true, and fine as could be. Such loyalty is always appreciated.

J. M. Bowden is overseer dressing; J. E. Barry, overseer cloth room; F. J. Feinster, piece dyer, and J. F. Byrd, dyer of raw stock; Harry Smith, master mechanic; John Allen, electrician; J. W. King, shipping; H. H. Gregory, orders and stock; H. W. White, yard and warehouse.

(To be continued)

SHOW YOUR FRIENDS THE HOME SECTION. THEY'LL LIKE IT TOO.

MACON, GA.

Atlantic Cotton Mills.

Very pleasant is the memory of the social events of the past week. The supper given by the "Girls Industrial Club" of last Saturday night goes down as one that was enjoyed by all who attended.

Tuesday night, November 13th, the "Woman's Bible Class" of our Baptist church sponsored an entertain-

ment that was held at the school house; all who attended came away jolly and full.

Our church is among the best in our city; we have a very large Sunday school, and I am confident that every family in our village represents some place in it every Sunday morning.

Mr. McCommon, our president, was with us last Sunday morning and made a talk that was very greatly enjoyed by all; subject, "The pleasure of living to help one another." Just before taking his seat he brought to our attention that again we were about to face the season's best day, "Christmas." The kiddies know that each of them will be well remembered by him at the Christmas tree, that we will have at the church on Christmas eve night.

Mr. F. B. Green has just returned to our community after spending the past week in Atlanta. Hope you had a nice time, Mr. Green, and we welcome you back with us. (F. B. is a son of Mr. L. W. Green, our superintendent.)

Mr. D. H. Arrington has been carrying himself proud over the new radio that he purchased the past week; I am afraid that he has been losing lots of sleep lately, possibly trying to tune in on the Home Section at Charlotte.

Aunt Becky, wish I knew how to thank you for the Home Section and its wonderful story. Gee McGee really knows something about love.

DUTCH.

READ THE HOME SECTION—THEN PASS IT ALONG.

GASTONIA, N. C.

Ragan Mill.

A wedding that came as a complete surprise to their friends here and elsewhere was that of Miss Maggie Phillips and Mr. Klough Plumy. They motored to Gaffney, S. C., Saturday morning and were married then went on to the home of the groom's parents in Greenville. They returned Monday morning and are at the present at home with Mr. and Mrs. Jim Painter. The young couple have a host of friends who extend to them heartiest congratulations.

The Ladies' Aid of Bethel Baptist church met with Mrs. I. E. Campbell Friday evening, November 16th.

Mr. and Mrs. F. T. Fisher visited their uncle, Mr. R. A. Ballard, near Alexis, Sunday. Mr. Ballard is seriously ill.

Mr. and Mrs. Thurman Baker and children, Annie Sue and Jack, spent Sunday with the former's mother in East Gastonia.

Miss Martha Fisher spent the week-end in Rano with Miss Genell Jones.

Mr. and Mrs. Edd Wall and daugh-

ter spent Sunday in Belmont.

Mr. C. L. Conrad has the sympathy of the entire community in the death of his mother, which occurred at her home in Belmont Monday evening. She suffered a stroke of paralysis Monday and lived just a short while.

"MAGGIE."

WALHALLA, S. C.

Victor-Monaghan.

The W. M. U. held a divisional meeting at the Walhalla Second Baptist church November 10th.

Mrs. L. H. Raines, of Long Creek, president of the W. M. U., and several association officers were present, and all phases of the work were discussed. Lunch was served in cafeteria style in the club room at the Y. M. C. A.

Mr. J. W. Morse, boss weaver, has just closed a textile class. Mr. Morse has showed faithful work during the twenty nights he has been meeting and teaching his class.

Mrs. W. P. Leister delightfully entertained the Walhalla Music Club at her home last week; an interesting program was rendered, and after the choral rehearsal, a delicious salad course was served.

Mr. E. E. Reece tired of his old car, and now he is sporting a new Essex sedan.

Mrs. Deek Chastine and little daughters, Dorothy and Jean, of Hickory, N. C., have returned home after spending several weeks here with her mother, Mrs. Rochester.

A community Thanksgiving program is to be rendered at the Y. M. C. A. Wednesday night before Thanksgiving. Everybody is invited.

Mr. and Mrs. Burt Elliott spent Saturday and Sunday in Westminster, visiting friends and relatives.

Mr. and Mrs. Claude Garrett is entertaining a new son, who arrived the 17th.

The Y. M. C. A. boys entertained quite a number of people Friday night with "The Alabama Minstrels" (colored). This was given for the purpose of improving the boys' basketball team; they received the sum of thirty dollars.

Miss Jessie McCall and R. E. Garrett were recently married and have left for Goldville, where they will make their home.

"SHINE."

LAURENS, S. C.

Watts Mill News.

Dear Aunt Becky:

As I have changed from Lydia Mills, Clinton, S. C., to Watts Mills, Laurens, S. C., I thought I would send in a few items from Watts.

This is a beautiful place, only two

miles from the city of Laurens. We have a nice village here, with a population of about 1,700 people.

This mill is running full time with a set of excellent overseers and plenty of well contented help. The official list is as follows: Messrs. R. E. Henry, president; R. G. Emery, general manager; H. R. Turner, superintendent; W. W. Splawn, spinner; C. C. Roberts, carder; R. L. Woods, weaver; R. B. Kirby, winder department; W. N. Robins, designer; W. H. Taylor, assistant designer; Will Gas-ton, cloth room overseer; J. H. Holcomb, outside; L. E. Bagwell, mechanic; C. K. Templeton, timekeeper; C. S. Link, secretary and assistant treasurer; C. W. Kitchen, paymaster; W. M. Marchant, cost accountant.

We have a good school and two nice churches that are well attended.

After some 15 years as roller coverer, B. B. Cothron has resigned his position and retired. He was succeeded by Mr. Horace Waddell.

Mr. J. T. Blackman has resigned as overseer of weaving and was succeeded by Mr. R. L. Woods, of Duncan Mills, Greenville.

* This mill weaves pattern goods and broadcloth.

Well, Aunt Becky, I will ring off for this time and write more later.
SMOKY.

(Smoky, accept our sympathy in the death of your mother. We are glad to hear from you again, but sorry you had such sad news to write.—Aunt Becky.)

YOUR FRIENDS WILL ENJOY
THE HOME SECTION. PASS IT ON.

MRS. MARY E. COTHRON GONE TO HER REWARD.

Our community (Watts Mill, Laurens, S. C.) was saddened by the sudden death of Mrs. Mary Etta Cothron Wednesday. She had a stroke of paralysis some time Wednesday morning and died at 6:17 o'clock Wednesday afternoon.

Funeral service was held in the Watts Mills Methodist church Thursday afternoon at 2:30 o'clock, conducted by Rev. Jodie Martin, pastor of the Lucas Avenue Baptist church, assisted by Rev. R. W. Justice, of Clinton, and Rev. W. M. Creamer, of Laurens. Interment took place in the Watts Mills cemetery.

Mrs. Cothron was 73 years of age and before marriage was Miss Wingo, of Spartanburg county, being a great-granddaughter of Gen. Winn, for whom the town of Winnsboro is named.

She was for many years a consistent member of the Methodist church and was greatly loved by all who knew her.

Mrs. Cothron is survived by her

husband, Bobo B. Cothron, five daughters and four sons as follows: Mrs. J. C. Thomas, of Laurens; Mrs. Thomas Bennett, of Laurens; Mrs. E. G. Jessie, of Laurens; Mrs. W. F. Rogers, of Glendale; Mrs. W. R. Wilson, of Greenville; A. B. Cothron, of Lowell, N. C.; R. B. Cothron, of Laurens; J. P. Cothron, of Union; D. T. Cothron, of Berkeley, Calif., and one sister, Mrs. E. J. Leister, of Greenville.

She leaves many friends who will miss her friendship and Christian hospitality.

EGAN, GA.

Martel Mills.

Everybody is happy over having had Aunt Becky with us for a few hours last Tuesday, and we hope it's not her last visit.

Our mill is running full time with the weather just getting suitable for working folks.

Mr. Noble Maxwell and family, Mrs. Georgia Merritt and Mrs. Mary Monroe are on our sick list this week. Otherwise the health in our community is good.

Messrs. Clarence Sheffield and John Humphries are spending the week-end in Macon, Ga.

I might say here that we have a fine set of overseers, with Mr. V. A. Pharr, carder; Mr. Cleve Payton, spinner; Mr. Will Bennett, cloth room; Mr. J. W. Ballentine, weaver, and Mr. E. B. Wise, our superintendent.

Your story is just fine, Aunt Becky. I believe it the best I've ever read.
"PEG."

EAST LUMBERTON, N. C.

Mansfield Mills.

The young folks all had a very enjoyable time here Halloween night. Miss Kate Davis gave a party and also Miss Dorothy Britt; both are very popular here in our village.

Mr. J. B. Miller announces the birth of a fine girl, Violet.

Mr. Jesse Thompson hurt his finger while at work last week. We are glad it is improving.

Misses Blanche and Nellie Griffin have returned after an absence of five months. Everybody was glad to welcome them back.

A fine revival just closed at our East Lumberton Baptist church. It was very beneficial to the folks around here, and they have 46 new members on the church book.

Mr. "W. M." has set himself up to a new radio and doesn't get much sleep these nights.

I am glad everybody had a nice time at Greenville. Wish I could have been among the lucky ones. Maybe I'll get there next time.

ALICE.

For Her Children's Sake

By

MRS. ETHEL THOMAS

(Continued from Last Week)

A wonderful change had taken place in just two years, and outsiders who had felt it, seeing the announcement of the fair, decided to go and investigate.

The big mill warehouse had been cleared of cotton and artistically furnished with booths in which the kindergarten and also the different school grades had exhibits of every kind of work done in the home and garden.

Pot flowers of wonderful growth and profuse bloom were arranged in pyramids as were also the numerous canned goods. There were curious old relics, rich in history, and home-made furnishings by the mill carpenters and mechanics.

The domestic science club tables attracted most attention for here were the charming young girls of the village, attired in pretty dresses of their own make, dainty white aprons and caps and generously allowing visitors to "taste" of the delicious and tempting display.

"Oh, Miss Paula, just one of those sandwiches, please, and my fate is sealed!" came a teasing voice, and Paula looked up into the face of Fred Elliott; and, to her utter dismay, Emily from nearby, saw Paul's face turn a rosy red as she silently lifted a plate of sandwiches from under the counter and held them forward without a word.

"Did you really make these all by yourself?" he questioned, eagerly, amused to see her blush.

"Of course, I would not have them on my table, otherwise," Paula answered, turning away. And the young man reluctantly passed on, giving way to the crowds that pressed forward.

CHAPTER VII

Fred Elliott, was a "gentleman of leisure." In all the 23 years of his life, he had never known a care. His father, a wealthy druggist, was of that class who bitterly oppose "child labor," and Fred was a fair sample of the results. He was an only son, had been carefully educated, but with no purpose in view; vacations had been a round of pleasure with various college chums, more or less like himself, with no thought beyond the present.

He had been liberally supplied with money, yet had never earned a dollar; he had learned in his mother's parlor to play a "social game" of cards.

"It is such good fun, and we all enjoy it so much," Dr. Elliott would say, and Mrs. Elliott would add:

"And it keeps Fred home. I like to have the young folks gather in and enjoy themselves. But dear me! Fred always wins the prize,—but of course he bestows it on some guest," proudly and lovingly.

Those fond, foolish parents taught the idol of their heart to gamble. That intangible, inexpressible, permeating and insidious influence that hovers unseen and un-

Nobody's Business

By Geo McGee.

Something New Under the Sun.

I have an idea. That makes 2 ideas I've had in my life. I have been thinking about the frog for weeks and weeks. I have been marveling at the potential jumping or hopping capacity of the frog. As it is now, a frog can hop only about two feet at a single hop, unless, of course—he's a bull frog up on some bank somewhere.

My idea is to invent a springboard contraption to fasten on the back end of the frog so's he can hop further at one hop than he has been hopping heretofore in 4 or 5 hops. For instance, with my patent frog "dynamiter," a frog can hop from New York to San Francisco in 2 months, whereas, without this instrument, it would require at least 8 months to hop this distance. Just think of the time that frog would save.

Under the present limited capacity of the frog, he is required to hop from morning till night to catch enough bugs and gnats and flies to feed him while thus engaged. With my "dynamiter," a frog will be able to hop all over a school district in an hour or two, and catch enough bugs in the interim to last him nearly a week, therefore, he can rest 5 days out of every 6.

My "dynamiter" will work in this wise: one end of a flat flexible spring, like corset staves that were common 25 years ago, would be tied around his neck, and permitted to pass underneath his stummick between his hind legs, and protrude backwards about an inch, and when the frog jumps, the spring will give him a boost, and he will land in the pig pen when he's really trying to jump on the chip just outside thereof.

After these "dynamiters" are in use for a while, no self-respecting frog will be without one. One fine feature about the speed promoter is—it will not irritate or inflame the most sensitive belly of a frog, even tho it be used constantly for long periods of time and for long journeys. It will not rust or corrode, and ought to last the average frog a life time, and then be a worthy gift to will his off-spring.

I am selling state rights to handle my "dynamiter." Georgia, Florida, Texas, Oklahoma, and Tennessee are open. The price of either one of these states is 10 dollars. They will not sell anywhere except in Hoover-Democrat states, so I am not expecting to be represented in any states not listed. "rite or foam."

KINGS MOUNTAIN, N. C.

Mr. Z. F. Cranford, superintendent of the Dilling Mill, is right sick yet. We hoped last week he would be back at the mill this week but has not been able to get there. We hope he will soon be well again.

One of the most heart-rending experiences Kings Mountain has ever witnessed happened Monday afternoon near the Pauline Mill when little Leonard Odell Navy, son of Mr. and Mrs. C. L. Navy, caught fire from paper he had put in the stove and was burned so bad he died

Tuesday evening. It can truthfully be said he was the idol of the home and a child that was loved by every one who knew him. Everything was done for him that doctors and nurses and loving friends could do but the Lord had a better place prepared for him and took him to occupy it. He was almost five years old and with his father and mother is survived by one sister.

Funeral services were held Wednesday afternoon at the Wesleyan church by Rev. Hendrix, the pastor, assisted by Rev. W. H. Pless, pastor of Grace church, Rev. W. N. Cook, pastor of the Second Baptist church, and Rev. Armstrong, of Gastonia. The body was laid to rest in Mountain Rest Cemetery beneath a mound of beautiful flowers. Those from out of town attending the funeral were Mr. and Mrs. R. C. Navy and children, of Charlotte; Mr. and Mrs. Curtis McGee and children and Mr. Ruben Navy, of Gastonia; Mrs. L. E. Conner, of Bessemer City, and Mrs. Golden Young, who is singing in a revival at Bessemer City.

Mr. Clyde Navy, of Charlotte, spent the weekend at the bedside of his little brother, Paul, and stayed over for the funeral of his cousin, Leonard Odell Navy, returning home Wednesday evening.

Mr. Turner Carroll has had a real sick child for the last week and another got scalded Wednesday but not seriously. We hope they will soon be well again.

Mr. Julius Wiggins has bought a house on Grace street from Bridges and Gold and moved into it this week. They are a welcome addition to our part of the town. Mr. Wiggins is a weaver at the Margrace Mill and goes to and from work on the Margrace bus.

Aunt Becky, it looks like we will have to have a bigger paper. How are we going to get it? We can't ask for any more at the present price.

Your stories still get better. .POLLY.

HARTWELL, GA.

The many friends of Superintendent and Mrs. H. O. Rogers rejoice with them that their son, Lloyd, who underwent an operation for appendicitis at Dr. S. D. Brown's hospital in Royston, has recovered sufficiently to return home. Here's hoping he will soon be out again, enjoying his usual good health.

Mrs. Lewis Baker and young son, Roy, have returned to their home in Ninety Six, S. C., after a two weeks' visit to home folks in our community.

Mr. and Mrs. Sid Burton recently moved to Toccoa, Ga., where Mr. Burton will have charge of the carding for Hartwell Mill No. 2. We regret very much to give up these good people but wish for them much success and happiness in their new home.

The patrons of our village school recently organized a P. T. A. which has made a splendid beginning. Plans have already been made for quite a bit of work that will mean lots to our teachers as well as to our boys and girls.

We are glad to state that Donald and Bobbie, bright little sons of Mr. and Mrs. Claud Gilstrap, are getting along nicely after being confined to their room for several days with colds.

Mr. and Mrs. W. A. Davidson and children, Willie Clair and Milo, were recent visitors to relatives in Forest City, N. C.

"A GEORGIA PEACH."

suspected around the card table—that spirit of the devil, lurking in the shadows, and behind silken tapestry of wealthy homes, watching incessantly for a victim,—had entered and taken possession of Fred Elliott. Though he had never earned a dollar, he had often played for high stakes and won, a fact that would have greatly shocked his parents who thought it only "innocent fun" to "play bridge" for a "prize" pair of silk stockings or a box of cigars.

Where is the difference? In God's sight, which is the greatest sin? The fashionable game in brilliantly lighted parlors, campaign for refreshments and a prize for stakes or the crap game in the woods lighted by a pine torch, the ground answering for a table, coin for the winner and a "blind tiger" furnishing "refreshments?"

Suppose I give you Fred Elliott's own opinion after great sorrow and suffering had come to him through gambling, and he sat down to take stock of himself. Here is a part of a letter from him:

"I try not to blame my parents; but I know that idleness and the lack of responsibility—the blind idolizing love of unselfish parents—are the greatest detriments to the perfect development of strong, fine character and sound moral principles. In the tender years of youth I did not understand the danger in the witchery of a game of cards. My parents did not know,—they had no idea that the poisonous effects of these parlor games which they could innocently enjoy, would afterward result in ruin to the boy they worshiped.

"The social game for prizes, glossed over by the sanction and indulgence of church members, and winked at by a law which hounds and jails crap-shooters, is surely in God's sight the greatest evil. How pitiful to think of the thousands of young men of fine possibilities, who are started on the road to ruin, by a loving unsuspecting father and mother, not realizing that a boy's pent-up energies will some day break loose, and those who have never been trained to work or think for themselves—who have lived independent of all responsibilities, are as sure to go down hill as water.

"My parents grieved terribly—they turned prematurely gray—because of the trouble I gave them. They could not understand how I could repay their loving care and kindness with the barbed arrow of disgrace and shame; and I love and reverence them too much now, to show them where they failed in my training.

"From my own bitter experience I know that strong, healthy boys should never have an idle moment, for the devil is always ready to utilize it. It is the regret of my life that I was not born poor, and compelled to work for a living.

"I am giving you my life's history, hoping that you can use it for the benefit of some other boy who is on the road to ruin."

It was during the wildest period of his life, that Fred Elliott was smitten with the beauty and innocence of Paula. His face already bore marks of dissipation, but

he was remarkably handsome. Tall, square-shouldered, —with muscles developed through gymnastic exercises and athletic sports, full sensuous lips, and daring blue eyes, coupled with bold assurance and courteous, chivalrous attitude toward women, there were few among the fair sex who could withstand him.

He had lived faster, and had more experience at 23 than most men have in a lifetime. He was a desperate flirt, and possessing a magnetic personality, had several girls in town secretly jealous of each other, while he laughed over their agony and called it "fun."

He was called a "good fellow" by his chums, a "good catch" by mothers with marriagable daughters, and none seemed concerned over the fact that he was an idler and a spendthrift. Wasn't he an only child?—and wasn't his father wealthy? What else mattered?

But Emily intuitively felt that Paula was in danger. Paula had blushed under the admiring gaze of Fred Elliott—she was standing upon the threshold of womanhood, a dangerous age.

Emily trembled under her mighty responsibility. Paul, standing beside his sister, laughed:

"Too late now Paula to blush 'cause you wore my britches!" he said. "Talk about 'sealing' his 'fate!' Why didn't you ask him what kind of 'sealing wax' he would use and if he would patronize the tin-can or glass jar industry?"

"Oh, Paul, stop teasing. Who is he? I—I think I've forgotten. Isn't he handsome?"

"Fred Elliott—you know, the druggists' son. Rich as all creation, they say, and not worth a darn. You don't want to look at him twice, sister." And Paula, looking across the wide hall saw the young man in question, his eyes caught and held hers a moment, he smiled, raised his cap and passed on, tingling with triumph over the fact that the rich virgin blood had again dyed her fair face crimson. In his heart was born the determination to meet her, and win her confidence and love. He gave no thought to results.

Emily was secretly determined that these two should never meet. She would have a serious heart-to-heart talk with Paula, and stop this thing before it got started. The weight of an intangible burden on her heart, the absolute silence of her husband, his continued absence, the fact that she had never been home, were beginning to attract attention, and cause whispered comment; and Emily knew it.

She had sent Sam a written invitation to attend the fair. More, she had urged him to come, but he had not replied. The great sea of faces, passing from one booth to another, seemed just a blur before her; and only Paula's blushing brow and startled eyes across the hall, was distinct.

Sick at heart she thought of Sam and home. Hungry for sympathy, for love and appreciation, for a strong arm to lean upon, for a tender understanding heart to

STONEWALL, MISS.

Stonewall Cotton Mill.

Dear Aunt Becky:

We sure were glad to see that little "home" news in the Home Section. Sure do hope to see some more.

We are still running full time and plenty of good help and all seem well contented. There is a lot of talk of starting up at night. We are moving a lot of machinery and filling up all extra floor space. The company is going to install more looms right away.

Aunt Becky, sure do wish you could be here next Monday night to see our school and community play, which will be held at the Stonewall theater, but if you can't come now, come some other time, and I am sure you'll be welcomed by every one of this little town.

Tell Mr. McGee to ask Mrs. E. E. E. if she would like to know somebody else's life history, and tell him I said to go to it, Big Boy.

Well, Aunt Becky, here is one for you and Mr. Clark: Every week when I get my Textile Bulletin, everybody wants to see the Home Section, but I am first if some of those baby eyes (and you know what I mean) comes around I can't help it, so there goes my Home Section.

Well, I guess that will do for this time. Will write again.

A GOOD SPORT.

COLUMBIA, S. C.

Pacific Mills—Hampton Dept.

Our community has been greatly improved by the completion of the two-way paved drive the length of Olympia avenue. Soon the parkway in the center will be improved and will make it one of the most attractive avenues in Columbia.

The Baptist parsonage was the scene of a very pretty wedding on Saturday afternoon, November 10th, when Miss Olivette Swinnie and Mr. Geo. Knox were united. Only a few friends witnessed the ceremony. On Thursday, Mrs. G. E. Hill entertained a number of friends in honor of Miss Swinnie, who is very popular in our community.

Basketball practice has started and the "fans" are anxious for games.

Mr. Albert Wallace, in charge of the community building, did a creditable piece of work when he made a miniature Flanders Field with the graves of our boys who gave their lives in the World War.

Richland spinning room welcomes a new second hand, Mr. Barnes.

Our community was saddened by the untimely death of Mr. Cullie Coward, who received injuries in an auto accident on November 3rd. He leaves a wife and daughter.

Mrs. R. C. Lee is in the Columbia Hospital for treatment.

KERSHAW, S. C.

Messrs. J. E. Deaton, E. D. Twitty, C. S. Smith, L. A. Faile and the writer motored to Lancaster Sunday afternoon to take in the band concert which was given by the Union U. S. National Guards. The trip was enjoyed very much by all who were along. There were others from our village but I do not know their names.

The little one-year-old son of Mr. and Mrs.

M. L. Clements died after about 24 hours of illness. It was buried at the Laurel Hill cemetery, near here.

We have begun our night school at the Kershaw High School building. Mr. M. G. Patton, superintendent of day school, is giving a course in English, and Mr. T. E. Lattimore, overseer of weaving here, is giving a course in textile calculations. There are a good number taking these courses. The night school is a great help to those who did not have a chance when they were growing up as we do now. Mr. Patton is greatly interested in those who did not have an opportunity when they grew up. He is a man who does not think of himself only. We need more men like him. A READER.

WARE SHOALS, S. C.

Dear Aunt Becky:

I enjoy reading the Home Section and I can hardly wait to get it. I am so sorry I didn't get to go to the dinner during the Textile Show. I know every one enjoyed it. It was just impossible for me to go. I know you have a jolly bunch of girls and boys. I had a visitor last week, Mrs. W. H. Still, who attended the dinner. She told me it sure was a success. She said she had the grandest time she has ever had.

Aunt Becky, I sure want you to visit Ware Shoals.

Everything is getting along nicely now. The mill is running full time and we haven't much sickness.

Mr. and Mrs. Paul McCurry and Mr. H. A. McCurry spent Sunday with Mr. and Mrs. Claude McCurry.

Mr. and Mrs. Marvin Manly and children and Mr. and Mrs. James Poore spent Sunday in Anderson, visiting Mrs. Manly's mother, Mrs. J. H. Hancock, who is seriously ill at the Anderson Hospital.

Mr. and Mrs. R. S. Maylin and children, Mr. Walter Doggett and Miss Clara Taylor spent Sunday in Athens, Ga., visiting Mrs. G. A. March.

Mr. and Mrs. Albert Moore announce the birth of a daughter, Bobbie Jeanne, November 2nd.

A READER.

Becky Ann Books

Only a Factory Boy
Hearts of Gold
Will Allen—Sinner
The Better Way
A Man Without a Friend
Driven From Home
Truth Crushed to Earth

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Charlotte, N. C.

confide in—alone, yet in a crowd, Emily felt that her condition was more than she could bear. Oh, if Sam had been thoughtful and kind, if he had really appreciated her and been proud of his children.

It was at this psychological moment that she felt a warm hand laid over hers as it rested on the rail of her booth, a touch that thrilled her with old memories; a voice that she had not heard in more than 18 years, spoke her name, in tones of glad surprise.

"Emily!"

And with her heart in her eyes she looked into the face of her first sweetheart—Ray Andrews.

"Ray"! she gasped, "What a surprise! Where did you drop from?" And in a flash she saw that the years had dealt kindly with him. His blue eyes were clear and unclouded, his countenance frank and open; his hair a light brown, was streaked with gray, which gave him a scholarly air, that was exceptionally pleasing to Emily. He was a head taller than she and weighed 200 pounds. He was a perfect specimen of clean, healthy, vigorous manhood.

"I'm just from Texas—Fort Worth—where I've lived since my marriage 10 years ago. Having lost my wife and having no home ties, my heart naturally yearned for my native State—and I guess I'm back to stay. My Emily, I'm hungry for a long talk with you. I know you are happy—your looks show it. Tell me about yourself." He said.

"I can't now," Emily faltered. "But come over and meet my children."

"I've already seen them and knew who they were—they are so much like you were at their age. You haven't changed much, Emily," taking her arm and helping her through the crowd to where Paul and Paula were stationed. And he looked down on her speculatively, as he felt her tremble beneath his touch.

"I've only been in town 24 hours, but learned that you and the children were located here, and you have no idea how glad I am to see you again," he said. "We must have a good, long talk and exchange confidences. Are you glad to see an old friend, Emily?"

"I'm so delightfully surprised, I haven't had time to analyze my feelings," she laughed, as they stopped at Paula's booth.

"Paul and Paula, I've brought an old friend of mine to inspect your exhibits—Dr. Ray Andrews."

"The Doctor took a hand of each and with his hearty and sincere exclamations of admiration and appreciation of the twins and their work completely won them both. He complimented the domestic science girls' display, ate one of Paula's delicious sandwiches, declared he thought Paul's fancy butter was "candy," and Emily standing aside watching him, felt more and more her irreparable loss and cringed under the thought that she had sold her birthright.

(Continued Next Week)